JANUARY 1959

Traffic Safety

A NATIONAL SAFETY COUNCIL PUBLICATION

The Annual
FREAK SQUEAK
Roundup

Spotlight on ATTITUDES

A survey of 20,000 drivers

What's Wrong With First Aid?

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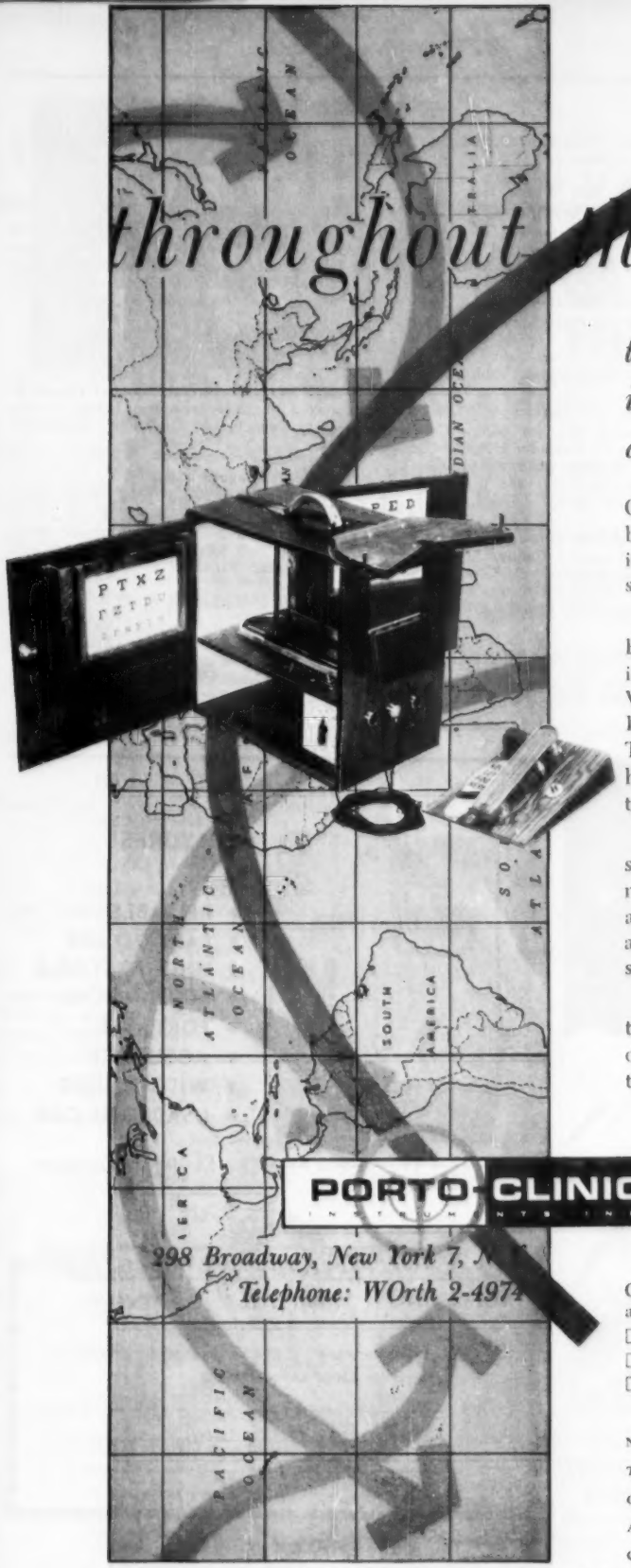

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COMING EVENTS

Jan. 28-30, Berkeley, Calif.

Eleventh annual California Street and Highway Conference (University of California). Contact Institute of Transportation and Traffic Engineering, University of California, Berkeley, Calif.

March 1-3, Asheville, N. C.

Southern Safety Conference and Exposition. (Battery Park and George Vanderbilt hotels). Contact W. L. Groth, executive director, Southern Safety Conference, Inc., P. O. Box 8927, Richmond 25, Va.

March 4-5, Philadelphia, Pa.

Twenty-fifth annual Regional Safety and Fire Conference and Exhibit (Bellevue-Stratford, Hotel). Contact Harry H. Verdier, executive director, Safety Council, Chamber of Commerce of Greater Philadelphia, 121 South Broad St., Philadelphia 7, Pa.

March 16-17, Boston

Thirty-eighth annual Massachusetts Safety Conference and Exhibit (Hotel Statler Hilton). Contact Bruce Campbell, manager, Massachusetts Safety Council, 54 Devonshire St., Boston 9, Mass.

March 17-18, Fort Wayne, Ind.

1959 Northeastern Indiana Safety Conference & Exhibit. Contact Ivan A. Martin, manager, Safety Council, Chamber of Commerce of Fort Wayne, Fort Wayne, Ind.

March 22-25, Houston, Tex.

Annual Texas Safety Association Conference (Rice Hotel). Contact J. O. Musick, general manager, Texas Safety Association, Inc., 830 Littlefield Bldg., Austin, Tex.

March 23-25, Los Angeles

Sixth annual Western Safety Congress and Exhibits (Ambassador Hotel). Contact Joseph M. Kaplan, manager, Greater Los Angeles Chapter, NSC, 3388 W. Eighth St., Los Angeles 5, Calif.

April 9-10, Kansas City, Mo.

Fourteenth annual Central States Safety Congress (Hotel President). Contact George M. Burns, managing director, Kansas City Safety Council, 419 Dwight Bldg., Kansas City, Mo.

April 13-17, New York City

Twenty-ninth annual Safety Convention and Exposition (Hotel Statler). Contact Paul F. Stricker, executive vice-president, Greater New York Safety Council, 60 E. 42nd St., New York 17, N. Y.

April 22-23, Indianapolis, Ind.

Twelfth central Indiana Safety Conference and Exhibit (Claypool Hotel). Contact Jack E. Gunnell, director, Safety Council, Indianapolis Chamber of Commerce, 320 N. Meridian St., Indianapolis 11, Ind.

May 4-6, Allentown, Bethlehem, Easton, Pa.

Thirty-second annual Eastern Pennsylvania Safety Conference. Contact Harold A. Seward, secretary-treasurer, Lehigh Valley Safety Council, 602 E. 3rd St., Bethlehem, Pa.

May 5-7, Niagara Falls, N. Y.

Nineteenth Western New York Safety Conference (Hotel Niagara). Contact Clifford H. Seymour, executive secretary, Western New York Safety Conference, P. O. Box 315, Niagara Falls, N. Y.

May 12-14, Rochester, N. Y.

Second triennial Genesee Valley Safety Conference and Exposition (Manager Hotel). Contact William H. Keeler, secretary-treasurer, Genesee Valley Safety Conference, Inc., 55 St. Paul St., Rochester 4, N. Y.

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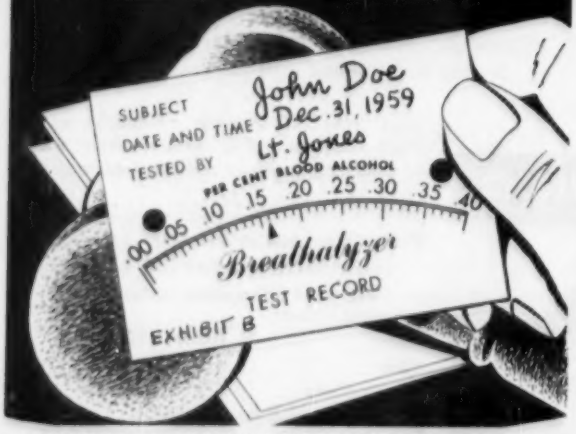

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Traffic Safety

A NATIONAL SAFETY COUNCIL PUBLICATION

Volume 54 Number 1 JANUARY 1959

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TRAFFIC SAFETY is dedicated to the prevention of traffic accidents through the presentation of objective information and responsible opinion to official agencies, public support groups and the motor transportation industry. The views expressed do not necessarily reflect the beliefs or policies of the National Safety Council, but they are presented in the conviction that the pressing social problem of traffic accidents can best be resolved through freedom of expression and open debate.

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BETWEEN STOPS

This disturbing news, coming at the beginning of a new year, should touch off a spontaneous resolution by all safety people to reverse the trend.

Keeping such a resolution will not be easy.

With miles of new roads spanning the continent and a public growing ever more travel minded, lowering the traffic toll in 1959 will call for the greatest traffic safety effort yet attempted.

— It's a tough job, but a job that MUST be done.

NOW's the time for resolutions. And if you're having trouble finding a good one, just turn the page. The headline should solve your problem.

After 13 months of declining fatalities, the finger of death has started inching upward again.

DEATH TREND FALTERS— TOLL UP IN OCTOBER

THE nation's steady drive toward a lower traffic toll ran into a roadblock in October.

Traffic deaths during the month were 4 per cent higher than in the same month last year — 3,590 this October against 3,450 a year ago.

October thus brought an abrupt end to 13 months of uninterrupted traffic improvement, and became the second month of the last 23 to record an increase in highway fatalities over the corresponding month of the preceding year.

What happened?

No one knows for sure, but one thing is certain—a lot of hard work must be done by traffic officials and definite improvement shown by drivers to start the toll moving downward again.

Despite the October increase, traffic deaths throughout the nation went down by 5 per cent in the first 10 months of the year—29,770 in 1958 against 31,220 for the same period in 1957 for a saving of 1,450 lives.

Disabling injuries from traffic accidents in the 10-month period are estimated at about 1,000,000. These are injuries which result in disability beyond the day of the accident, and do not include minor injuries which undoubtedly total hundreds of thousands more.

At the end of seven months (latest figures available) vehicular travel was up 2 per cent and deaths were down 7 per cent. This produced a mileage death rate of 5.1—the lowest on record for a comparable period.

The July mileage death rate of 5.1 also was an all-time low for that month.

Eighteen states reported decreases in deaths in October, two had no change and 28 showed increases.

For 10 months, 30 states reported decreases and 18 showed increases.

Cities showed a 2 per cent increase in October, according to reports from 656 cities of more than 10,000 population. For 10 months, these cities showed a 4 per cent decrease from last year.

A total of 531 cities had fewer deaths or no change in October. For 10 months, 424 had fewer deaths or no change.

In October 465 cities had perfect records. The three largest were Flint, Mich. (215,600); Hartford, Conn. (187,300), and Yonkers, N. Y. (178,100).

For 10 months 150 cities still had perfect records. The three largest were Evanston, Ill. (76,200); Bethlehem, Pa. (74,000), and Dubuque, Iowa (51,300).

The three leading cities in each population group at the end of 10 months, ranked according to the number of

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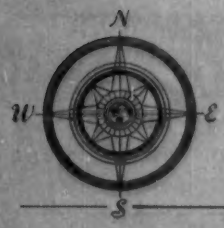
Leading at the End of October

States

Vermont	—25%	New Jersey	— 8%		
South Carolina	—22%	New Mexico	— 8%		
West Virginia	—22%	Virginia	— 7%		
Alabama	—15%	Missouri	— 4%		
Maryland	—14%	Rhode Island	— 4%		
Connecticut	—14%	California	— 3%		
Illinois	—13%	Pennsylvania	— 3%		
Michigan	—13%	North Carolina	— 3%		
Indiana	—13%	Georgia	— 3%		
Wisconsin	—10%	Oklahoma	— 3%		
Arkansas	—10%	New York	— 2%		
Utah	— 9%	Kentucky	— 1%		
Texas	— 8%	Delaware	— 1%		

Cities

Long Beach, Calif.	—43%	Oakland, Calif.	—13%
Toledo, Ohio	—28%	Milwaukee, Wisc.	—12%
Akron, Ohio	—26%	Los Angeles, Calif.	—11%
San Francisco, Calif.	—24%	Houston, Tex.	—11%
Detroit, Mich.	—20%	San Antonio, Tex.	—11%
Boston, Mass.	—20%	Fort Worth, Tex.	—11%
Cincinnati, Ohio	—19%	Washington, D. C.	—10%
Indianapolis, Ind.	—19%	Columbus, Ohio	— 9%
Cleveland, Ohio	—18%	Dayton, Ohio	— 9%
Omaha, Neb.	—17%	Flint, Mich.	— 8%
Birmingham, Ala.	—15%	Portland, Ore.	— 6%
St. Paul, Minn.	—14%	Atlanta, Ga.	— 5%
Wichita, Kan.	—14%	Chicago, Ill.	— 2%



Today's Traffic

LOOKING AHEAD

Radio gadget for police

The day of the Dick Tracy radio is coming closer and closer. General Electric Co. currently is field-testing a one-way pocket paging receiver for police use. The unit will be marketed this year.

Drunks take screen tests

In Denver suspected drunk drivers are being given screen tests by the city. The police crime lab makes sound motion pictures of suspects on 16mm film. The tests are acceptable in court as evidence.

Glamour cars out in cold

A city parking ad which recently appeared in a St. Louis newspaper read: "Due to the current trend toward ever longer and wider automobiles and the adornment of bumpers with glass, we regret to announce that we will not be able to accept for parking certain of the 1959 model automobiles. The first of these will be the 1959 Cadillacs."

Crackdown on night drivers

New Haven police are cracking down on young people who drive around aimlessly at night. City Judge Alfred A. Toscano said such drivers jeopardize the safety of pedestrians and motorists by their foolish actions and add to the city's existing traffic problems.

Model bike way for Massachusetts

The first safe bicycling path to be built in Massachusetts with state funds was officially opened this summer on Nantucket Island. Known as the Nantucket-Siasconset bike-way, it is a model seven-mile path which is expected to serve as a pattern for similar strips throughout Massachusetts and other states.

Metal helmets in Paris traffic

Robert Buron, minister of transport in the French cabinet, has asked for a law requiring riders on bicycles, scooters, motorbikes, open convertibles, and even all pedestrians to wear metal helmets. He says several hat-makers have prepared models of steel helmets camouflaged as hats and a modiste has prepared a metal chapeau ornamented with feathers.

Cattle cause crackups

A rash of highway accidents involving cars and cattle broke out in Wisconsin last fall. At least 50 drivers in the state crashed or bumped into cattle on rural roads during October. Most of the mishaps occurred during hours of dusk or early evening.

Giant ad has safety sell

Businessmen in San Francisco joined forces to bring a safety message to the city's drivers last Labor Day. About 130 firms cooperated in publishing a full page ad in the *San Francisco Examiner* on August 29. The ad contained a dramatic wreck picture, a headline screaming last year's Labor Day toll (595), and a short piece of copy that posed the question, "Will *you* be guilty of murder tomorrow morning?"

New York studies drunk driver

The New York city departments of health and police have started a joint research project on the drunken driver. The two departments are making a comprehensive six-month study of 500 drivers arrested for operating a motor vehicle while intoxicated.

It is expected that the study will disclose facts about the relationship of various levels of intoxication to different types of accidents, point the way to "preventive" identification of drunken drivers by the police and lead to educational and legislative action.

Quick route to clink

"How to Get to Jail Quickly" is the title of a new orientation folder published by the Puerto Rico Department of Labor for the orientation of Puerto Ricans migrating to the U. S. The folder deals with the necessity of obtaining a driver license before driving a car.

Reflectorized plates and tabs

According to the AAMVA, a recent survey shows that seven states are issuing reflectorized vehicle registration plates and three states are using reflectorized revalidation stickers or tabs.

Let conscience be guide

Urging his parishioners not to fall by the wayside, Father Backes, a Roman Catholic priest, uses a number of international road signals as he preaches traffic safety in his church at Oberelvenich, West Germany. On St. Christopher's Day, honoring the patron saint of travelers, the priest told his parishioners that today's traffic problem is the concern of theology as well as medicine and science. Father Backes, who hasn't had an accident in 20 years of driving, says correct behavior on the highway is a matter of conscience.

WHAT'S BEEN GOING ON IN WASHINGTON

A summary of the year's activities in traffic safety

by Harry N. Rosenfield

IN a year laden with overwhelming problems of war and peace, tense international rivalry for mastery of outer space, economic recession at home, constitutional crises over school desegregation, and many other grave domestic and international problems, Washington has, nevertheless, taken vigorous and far-reaching action in safety. The President, the Congress, the Supreme Court and a large number of executive departments and agencies dealt with safety in a wide range of fields.

The Roberts Subcommittee on Traffic Safety, of the House of Representatives, put through its first legislation. PL85-684 (H J Res 221) grants Congressional consent to states to negotiate and enter into inter-state compacts for the promotion and carrying out of highway traffic safety. This law is intended to activate states into voluntary cooperative effort in establishing and carrying out traffic safety programs. The Act specifies the following objectives: uniform traffic laws, driver education and training, coordination of traffic law enforcement, research into safe automobile and highway design and research on the human factors affecting traffic safety.

The Congress also enacted PL85-381 (HR 9821), which deals with the highly controversial subject of billboards along the Interstate Highway System. The law grants a Federal bonus of ½ of 1 per cent to states which regulate billboards on rights-of-way acquired for the interstate highway systems. The standards which must be met by states, in order to receive such Federal bonus, have already been issued, in draft form, by the Secretary of Commerce. They will require states to regulate highway billboards in terms of location, size and number.

There has been substantial discussion of a proposed Joint Senate-House Committee on Traffic Safety to expand the work of the Roberts Subcommittee.

In addition to highway safety legislation already enacted, selected proposals by responsible legislators merit special mention because of their far-reaching character:

› Congressman Roberts introduced HR 10,832, which would require as initial equipment on motor vehicles such safety devices as may be specified by, and conform with, standards promulgated by the Secretary of Commerce. And since Congress adjourned, Mr. Roberts stated he intended to reintroduce this bill next year.

› Congressman Schenck, a member of the Roberts Subcommittee, introduced HR 9368, which would ban from our highways motor vehicles failing to comply with U. S. Public Health Service standards as to the permissible amount of unburned hydrocarbon in automobile exhaust. Testimony on this bill discussed the direct and causal relation between automobile exhaust and cancer.

› Senator Monroney, Chairman of several important Subcommittees of the Senate Committee on Interstate and Foreign Commerce, proposed the creation of a Federal Commission on Traffic Safety, whose function would be to establish, among other things, a nationwide uniform system of accident reporting, and to consider a requirement for interstate drivers license, uniform traffic codes, and proposals for new safety design features for automobiles.

› Senator Gore, Chairman of the Senate Public Roads Subcommittee which was in large measure responsible for the new highway construction program, called for Congressional consideration of a national standard of safe speed on the interstate highways and regulation of horsepower as a safety measure.

› Federal support for research in traffic safety has received considerable Congressional attention, including separate hearings by the Roberts Subcommittee.

In this latter connection, some far-reaching traffic safety research projects are already under way in various Federal agencies. The new Federal Highway Construction Act requires the Secretary of Commerce to report to the Congress by March, 1959, on what action can be taken by the Federal Government to increase highway safety in the United States. In connection with this obligation, the Bureau of Public Roads has instituted a number of research projects, including:

—A study of driver's habits, performance and experience in 11 states.

—A scientific team-analysis of fatal accidents, with on-the-spot checks.

—The effect of highway lighting on accident-prevention.

—Analysis of comparable communities with good and bad accident records and programs.

—A study of 70,000 accidents in 27 states, in control of access routes, to determine accident and fatality characteristics.

—An inventory of Federal traffic safety responsibilities and activities in all Federal departments and agencies.

The U. S. Public Health Service has embarked upon an expansion of its accident prevention activities, with special emphasis on the development of knowledge resulting from basic research in the field of traffic safety.

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Harry Rosenfield is the Washington counsel of the National Safety Council. This article has been adapted from a report before the Conference of Local Safety Managers, at the 46th National Safety Congress, Chicago, Oct. 17, 1958.

What's Wrong with First Aid?

A leading surgeon explodes some popular but dangerous fallacies on the emergency treatment of traffic victims

by Preston A. Wade, M.D.

THE increasing number of accident victims has created a serious problem for hospitals and the medical profession throughout the country.

Many other types of serious medical problems can be handled in specific centers when the delay caused by transportation is of no importance. In the treatment of the accident victim, however, every case is an emergency and needs treatment at or near the site of the accident. Therefore, all communities, small or large, and all hospitals in every area are receiving an increasing number of these patients, and national organizations such as the American Society for the Surgery of Trauma and the American College of Surgeons have recognized the importance of the problem and are attempting to improve the care of the accident victim.

Two Important Phases

The two important phases in the treatment of an injured person are the immediate care and the definitive care. The responsibility for the definitive care is usually assumed by an experienced surgeon in a hospital where proper assistance and equipment is available. This phase of the treatment is purely one for the medical profession and is receiving increasing attention from medical schools and from the medical profession as a whole.

The most important phase in treatment is the immediate care of the patient because the end result in many of the injured cases depends entirely upon the early treatment.

Dr. Wade is chairman, Committee on Trauma, American College of Surgeons, and professor of clinical surgery, Cornell University Medical College.

First aid at the scene of the accident is usually administered by a layman, and in many instances by an untrained person who has no knowledge of first aid principles. Transportation of the injured is in most instances afforded by a passer-by, ignorant of the proper methods of transportation, and the treatment afforded the patient in the accident room in many hospitals across the nation leaves much to be desired.

Simple, Sensible, Practical

The medical profession assumes a considerable share of responsibility in the education of the lay public in first aid matters, even more responsibility for the improvement in the transportation of the injured, and must assume the entire responsibility for the quality of the care rendered the injured person in the accident rooms of the hospitals.

The need for instruction to the lay public in first aid principles has been recognized for years, and great strides have been made by the Red Cross in particular, in transmitting this information to the public. It is, however, necessary to emphasize continually to the public the necessity for continual instruction in first aid, not only for the isolated accident case but because of the danger of disasters or even atomic war. Those who are charged with the responsibility of teaching first aid should make a reasonable effort to see that the principles outlined are simple, sensible, and practical.

Fortunately, most of the first aid handbooks are deleting some of the ridiculous exercises so laboriously studied by the first aid groups in World War II. Such as the absurd instructions concerning pressure point control of hemorrhage, and the emphasis on the tourniquet for a bleeding limb, as well as the ridiculous instructions about giving an injured patient a drink of water or a stimulant.

There are some very simple steps the first aid student should know. There are certain urgent requirements in the immediate care of the traumatized patient, and there is a priority of procedure.

First: Open Air Way—The patient must have unrestricted respiration in order to survive. The interference with this normal breathing is usually the result of inhaled blood, mucous, or vomitus, and the first step is to remove this material from the mouth and the pharynx. Often, a crushing injury of the face or an injury to the lower jaws will so disturb the architecture of the mouth as to allow the tongue to drop backwards over the airway and cause interference with respiration.

A simple means of inserting a safety pin through the tongue and pulling the tongue forward and tying it to the clothing, if necessary, to allow the patient to continue to breathe is something that everyone should know. An open sucking wound of the chest should immediately be covered with a pressure dressing. This can be done by an untrained individual and is often a life-saving measure.

Second: Control of Hemorrhage—So much misinformation has been published about the control of hemorrhage that it is necessary to re-emphasize some of the general principles of its control. A pressure dressing is the proper method to stop hemorrhage. The pressure dressing is applied directly over the bleeding area and held in place by firm, but not tight, band-

aging. The dressing may be applied by means of strips of clothing or other cloth.

A tourniquet should never be applied to a bleeding limb. This is something the layman refuses to believe, and his ignorance of the proper method of treatment is partly the fault of the medical profession in not insisting on this fact being publicized more frequently. Too often the newspapers give credit for the saving of a limb or a life to the application of a tourniquet. Rarely has a tourniquet ever saved a limb, but in many instances it has caused the loss of a limb or a life.

Sir Reginald Watson-Jones, the famous English surgeon, has advocated that the tourniquet be removed from all first aid kits so that the ignorant may not be tempted to use it. Even when a limb is completely severed, the blood vessel which is severed will, by reason of its spasm, close itself to a great extent, and fatal hemorrhage will not occur. It is only in the case of a partially torn vessel that a tourniquet would ever be necessary, and since a fatal hemorrhage would occur in a few moments, the tourniquet must be applied immediately.

Tourniquets applied too loosely will cause increased venous bleeding, if applied too tightly will cause damage to nerves and blood vessels, and if left on too long may result in gangrene of a limb. Tourniquets left on for a prolonged period usually result in death.

Third: Treatment of Shock—Although the cause of shock may be a debated question, shock in a seriously injured patient is readily recognized even by the untrained. The patient is pale, his skin is cold, he is apprehensive and frightened, and the pulse is rapid. All of these phenomena are due to a sudden drop in blood pressure.

There is very little that can be done to treat shock at the roadside, but a great deal can be done to prevent it or to lessen its severity. Care in the handling of the patient, stoppage of hemorrhage, splinting of the fracture, and care in transportation are the most essential factors in the treatment of shock. The patient should be covered, but no external heat should be applied. He should not be given stimulants, and he should not be given morphine, unless it is indicated for severe pain. The patient in shock is usually not in pain, and the indiscriminate use of morphine for shock is recognized as poor treatment.

Fourth: Splinting of Fractures—All fractures or limbs suspected of being fractured should be splinted immediately. The dictum of the Fracture Committee of the American College of Surgeons, "splint 'em where they lie," is one that should be taught to all first aid students.

The splints can be applied simply and easily by binding the upper extremity to the body using boards or magazines as splints for forearms and binding the legs together for fractures of the thigh if Thomas splints or other board splints are not available for traction on the limb.

To attempt to teach the lay public intricate hitches for traction of the lower extremity is indeed a mistake. A simple board splint two feet longer than the leg may be laid along the side of the leg and its end inserted into the fold of an encircling sling at the groin. A bandage around the ankle is tied around the opposite end of the board. This affords, by means of a Spanish windlass, a gentle traction which will help in preventing shock as a result of a fractured thigh. Pillows and boards make excellent splints for legs and knees and are simply applied.

Fifth: Transportation of the Injured—So far in our discussion we have emphasized care in handling of the patient, and this is also most important in transportation, but most often overlooked. The natural inclination of the bystander is to consider speed the most important factor, when as a matter of fact it may be very harmful.

The patient should be properly splinted and should be transported on a flat board, stretcher, or litter if possible. If none of these are available at the scene of the accident, the patient must be transported as gently as possible and with as little movement as possible. This may be done by means of a blanket or merely by the simple process of four people lifting the patient, by holding his clothes while a fifth person supports his head.

In any case, the patient should be transported as gently as possible and

Turn Page

WILL THIS victim survive? Much will depend on the kind of first aid received. Public education in correct procedures is a must.

flat on his back in a straight position. The habit of lifting a patient by knees and shoulders, doubling up his spine, is apt to be harmful. He should not be sat up but should be laid out in the back seat of a car if an ambulance is not available.

It is also the general habit of the public and ambulances, unfortunately, to consider speed an essential part of the transportation of the patient. The more carefully the patient is transported, the better. This holds true for ambulances as well as other vehicles. It is the responsibility of the medical profession to denounce the tradition of speed in transportation of the injured in ambulances. The speeding ambulance injures and kills more people than it saves. There is rarely an instance in which a few minutes more or less would make any difference to the patient, while there are many instances in which the patient, the driver, the doctor, and other innocent victims are injured or killed by the ridiculous speed at which ambulances are operated.

Slowly this fact is being accepted in many communities, and in the future local ordinances and state laws will insist that ambulances obey traffic laws just as any other vehicle. The thrill of the speed and the pleasure of special privilege is really the reason for the speed of most ambulance drivers. A study of the ambulance calls of Flint, Mich., by Curry and Lyttle has shown that in not a single instance of ambulance calls was there any evidence that speed changed the outcome of the case.

Sixth: Accident Room Care — The American College of Surgeons recognizes the fact that accident room care in this country can be improved and is, therefore, initiating at the Cornell University Medical College a study of the care of the injured in accidents throughout the country. This study has just been begun, but when it is completed, it is hoped that a set of minimum standards may be established which will help hospitals to satisfy what will be considered requirements necessary for the number of injured that may be expected in a given area.

It has long been the attitude of many hospitals that an accident victim deserves only such attention as may be available at the time of his admission to the hospital. Since the injury is an act of God, the hospital does not feel that it should necessarily be prepared at all times to take care of these accidents. The College of Surgeons would like to dispell this attitude and to emphasize that every hospital has a responsibility in being prepared for not only the isolated accident victim but for a considerable number of injured that might appear as a result of a catastrophe.

Deserve Expert Care

In many instances the first person to see the patient in the hospital is the most inexperienced member of the staff, and he often is charged with the responsibility of the early care of the injured patient. It is the duty of the hospital to see to it that a well-qualified member of the staff is assigned to each case and that he personally sees, examines and directs the treatment of the injured victim.

It is the duty of the hospital to see that the emergency room is supplied with the material necessary for a reasonable number of cases.

We might summarize what I consider to be the most important points I have tried to make by quoting an old-time upstate New York country practitioner whose son was a student of mine. He stopped me on graduation day and said something like this: "My son has come back with a lot of things he says you told him that seem tommyrot to me. He says you insist on no tourniquet for hemorrhage, no morphine for shock, and no speed for the ambulance and insist on the patient seeing the chief surgeon when he gets to the hospital. And on top of all this, he tells me that you say there's no such thing as a whiplash injury and that it's only a pain in the neck, and not only to the patient alone. If these things are true, I'll certainly have to change a lot of my old ideas." I certainly hope that he does.

SAFE WINTER DRIVING FACTS
STARTING ABILITY ON ICE
Traction ratings, based on hundreds of tests, measure the pulling or hill-climbing ability of tires and chains on glare ice conditions. Index is expressed at 100 for regular tires.
0 100 200 300 400 500
REINFORCED TIRE CHAINS 509
SNOW TIRES 128
REGULAR TIRES 100
STOPPING ABILITY ON ICE
Average braking distances, based on tests from 20 MPH on glare ice. For comparison, average braking distance of regular tires on dry pavement at same speed is 21 feet, on glare ice 195 feet.
0 100 200 300 400 500
REINFORCED TIRE CHAINS 77 ft
SNOW TIRES 174 ft
REGULAR TIRES 195 ft
STARTING ABILITY ON SNOW
Traction ratings, based on draw bar pull tests on loosely packed snow, also indicate relative ability to pull through deep snow or climb hills.
REINFORCED TIRE CHAINS 413
SNOW TIRES 151
REGULAR TIRES 100
STOPPING ABILITY ON SNOW
This shows the comparative stopping ability of regular and snow tires and reinforced tire chains on loosely packed snow, from 20 MPH.
REINFORCED TIRE CHAINS 38 ft
SNOW TIRES 52 ft
REGULAR TIRES 60 ft
EFFECT OF TEMPERATURE
Rising temperatures make ice more slippery. A car with regular tires, moving at 20 MPH on glare ice, requires 114 ft. at 0° and 235 ft. at 30° above. Reinforced tire chains provide consistently shortest stops, about 77 ft., regardless of temperatures.
STOPPING ABILITY ON DRY PAVEMENT
REGULAR TIRES 21 ft
These National Safety Council charts illustrate test results by its Committee on Winter Driving Hazards. Braking distances do not allow for "reaction time," which averages ¾ of a second needed to get foot on brake and which adds another 22 feet to stopping ability figures shown above.
New booklet, entitled "How To Be a Better Winter Driver," is available free by writing National Safety Council, Chicago 11, Illinois.

NEWS AND VIEWS

› RACING WITH SAFETY. Safety devices *are* used at the Indianapolis Speedway. Two unusual features were used at the 1958 Indianapolis 500 mile race on Memorial Day. The unique, dished steering wheel is constructed of steel with a rubber covered rim. It is recessed three and one-half inches at the hub, which is covered with the customary foam rubber and leather padding. If the driver were thrown against the steering wheel, the force of the blow would be distributed over a much larger area and the chances of serious injury would be reduced.

A large pad fitting against the driver's right shoulder adds both to his comfort and safety. Since drivers are thrown to the right during the frequent left turns, the bodies of many race cars are built up on the right side to hold the driver more securely in the cockpit.

* * *

› RECORD DRIVING. The Dubuque Safety Council presented Leo Glaser, 89, with a "resolution of appreciation" for 50 years of accident-free driving. Glaser's driving record was compiled in 47 states (he never traveled Florida) and five foreign countries (England, France, Germany, Mexico and Canada). He was a chauffeur for many years and served as an ambulance driver during World War I.

* * *

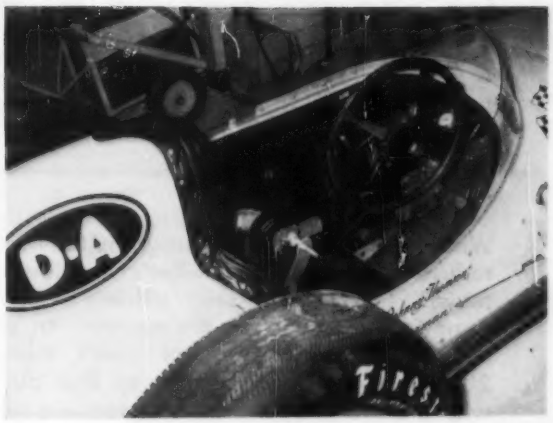
› FLASH MEANS STOP. Just a red flasher and shoulder signs had been used to warn drivers at this intersection in Macomb County, Mich. But drivers ignored it. Evidently they needed to have the warning spelled out for them—so this octogonal red sign was installed. It worked! This new-type stop sign, developed by the state highway department traffic engineers, has been credited with cutting accident tolls in half and reducing injuries by nearly 80 per cent.

* * *

› NOT RIGHT, BUT LEFT. The Dayton, Ohio, Chamber of Commerce recently set aside a special week to promote pedestrian safety. The results were impressive: no pedestrian accidents during the week and a 40 per cent drop in traffic fatalities for the year. One contributing factor was a large billboard reading, "Never mind who's right—Walk so you'll be left."

* * *

› CAN TEST—WILL TRAVEL. This safety education and driver testing trailer has just completed a three-month tour of Oregon, Washington and California. Sponsored by the Interstate Indemnity Co., the trailer started its education tour at its home office, allowing employees to test their own driving aptitudes before setting out. Before the tour was over, the trailer had administered free driving tests to thousands of people from Grant's Pass, Ore., to Phoenix, Ariz., as a public service. This year's summer excursion ended at the California State Fair in Sacramento.



RECESSED steering wheel, padded seats are two of the safety features built into this racing car.

S-T-O-P tells drivers that the red flasher means to come to a full stop at this county intersection.

TRAVELING SCHOOL parks in front of its home base before setting out to teach and test in three states.

20,000 DRIVERS SPEAK OUT—THROWING A

SPOTLIGHT ON ATTITUDES

When a first-rate traffic program fails to reduce traffic deaths, what's the next move? In New Jersey, officials went right to the public for the answer. In a statewide opinion poll of more than 20,000 drivers they sought to find out why the driver does what he does—and what can be done to change dangerous attitudes and actions. Results of this survey can give traffic people throughout the nation some clues on hometown driver behavior. The following pages tell what the New Jersey poll revealed about general driver attitudes. Future issues of TRAFFIC SAFETY will carry other significant findings in this canvass.

IN 1955, despite a traffic density estimated to be seven times the national average, New Jersey ranked second among the 48 states with a mileage death rate of 3.6. In 1956 it went to third place with a rate of 3.4 and in 1957 it ranked fourth in the nation with a rate of 3.7.

Although determined efforts had been made to reduce the toll during these years, traffic claimed about 800 lives annually.

Officials were convinced that further accident reduction could come only through reaching the traveling public more effectively. They decided to go right to the public itself to find out how this could best be accomplished. And so, early last year the idea of the public opinion poll was born.

State officials teamed up with the Boy Scouts of America who were then planning the traffic emphasis of their Safety Good Turn for March, April and May. With more than 50,000 explorers and scouts to handle distribution and collection of the questionnaires throughout the state, a large scale poll was possible.

Psychology to the Rescue

With the help of the Opinion Research Corp. of Princeton, a scientific plan of distribution and a psychologically sound questionnaire were developed. Provision was also made for the tabulation and analysis of the questionnaire responses on the basis of valid research techniques.

The next step was to provide for adequate information about the poll so the public would understand its objectives and the manner of distribution and collection of questionnaires. Publicity on the results of the poll was also considered a must.

At a luncheon meeting of representatives of press, radio and television, kits of materials on the program, including samples of the questionnaire, were distributed and objectives of the program were outlined. Cooperation of the communications media was enlisted, resulting in excellent coverage throughout all phases of the project.

The survey began with the delivery of questionnaires by the Boy Scouts to homes through New Jersey on May 17, 1958. The Scouts left as many questionnaires in each household as there were licensed drivers and arranged a date for collection. The official deadline for returns was the day before Memorial Day, May 29, 1958, but the collection deadline had to be extended several times.

Distribution followed two methods. The first was termed a "control" plan and was laid out by the Opinion Research Corp. according to a probability sampling method wherein mathematical procedures were used to determine areas which would produce a typical "cross-section" of New Jersey drivers. There were 90 such areas designated covering all parts of the state. A quota of 5,000 questionnaires was allotted to these areas.

Multiple Choice and Space for Gripes

The second method was a random distribution by the Scouts to the homes of drivers in their neighborhoods. This method involved 95,000 questionnaires.

Returns from the control areas were 61 per cent of the allotment. However, there were about 30 per cent of these not usable because of incompleteness due largely to illiteracy in some of the areas. With about 9 per cent taken out because they were non-drivers, the actual number processed was 2,097, which was well within the mathematical requirements of the Opinion Research formulas.

From the random distribution there was a 20 per cent return or a little over 18,500 questionnaires. Of these, 15,604 were processed for purposes of the report. The returns from all non-drivers were analyzed separately and form an interesting comparison.

The most interesting part of the poll analysis was the consistency of the returns from both the "control" and "random" groups.

The 35 questions in the questionnaire were designed to get public opinion in seven specific areas of the traffic problem. Of these questions, 30 were of the multiple choice type wherein the respondent was asked to check off his choice of best answer. Five were open questions for him to write in his reasons for selecting the answer he did in the preceding question.

The last page of the questionnaire was left blank and the respondent was invited to express himself on any aspect of the traffic problem not covered by the questionnaire itself, if he should care to do so.

As to the significance of the number of returns in relation to all New Jersey drivers, it should be of interest that Opinion Research Corp. recently made a nationwide survey for the motion picture industry on the basis of 5,000 interviews. The results were considered to be within 2 per cent, plus or minus, of the figures that would have been obtained if all residents of the United States in the age groups studied had been interviewed.

The questions and answers on the following pages cover the section of the report on the findings of the survey dealing with general attitudes of the driver. Other sections of the report will be treated in future issues of TRAFFIC SAFETY.

In your opinion how does New Jersey rank as a safe state in which to drive?

Among the best	**17%**
Above average	**23%**
About average	**48%**
Below average	**8%**
One of the worst	**3%**

It will be noted that four of every 10 drivers feel that New Jersey is either above average or among the best of the states in which to drive. About half the respondents feel that from a safety viewpoint New Jersey is just about average. Only one in 10 considers New Jersey below average from a safety viewpoint.

The only marked differences in the responses from the various sub-groups were that drivers reporting the most driving experience rated New Jersey higher than those with the least driving experience. Also, drivers in the "under 20" age group underrated New Jersey's position while the "over 50" group was more factual.

There is an opportunity here for more public education on New Jersey's rating and safety accomplishments among the states which might be used as a method of encouraging greater individual participation and personal pride in maintaining and improving New Jersey's position.

Which of the following do you consider the most important reason why drivers should drive safely?

Because it is the proper thing to do	**25%**
To avoid getting into an accident	**49%**
Driving safely sets a good example for other drivers	**23%**

The responses to this question show that one half of the drivers selected the negative motivation of avoiding accidents as their reason for driving safely. The other half were divided rather evenly between the positive motivations—"the proper thing to do" or "it would set a good example for others."

This was one of the few areas in which there was a difference between the responses of men and women. Thirty per cent of the men thought drivers should drive safely because it is the "proper thing to do," while only 18 per cent of the women felt this way. With 61 per cent of the women, but only 45 per cent of the men, "to avoid getting into an accident" was the motivation. On "setting a good example" there was less difference—men, 25 per cent and women, 21 per cent.

About one tenth of the "under 20" group believed a driver should drive safely because it is the "proper thing to do," more than half "to avoid an accident" and less than a third to "set a good example." In the "over 50" group, 41 per cent felt a driver should drive safely because it was the "proper thing," 35 per cent "to avoid getting into an accident," and 24 per cent to "set a good example."

The moral considerations did not weigh as heavily with the college educated group as with respondents who only had an elementary education. Twenty-six per cent of the college people thought a driver should drive safely because it is the "proper thing to do," 57 per cent to "avoid an accident," and 17 per cent to "set a good example." Thirty-four per cent of those with elementary educations believed the driver should drive safely because it is the "proper thing," 33 per cent to avoid an accident, and 33 per cent to "set a good example."

This was one of the few questions which resulted in an answer pattern with any marked differences among the sub-groups.

Do you believe that it is morally wrong to disobey a traffic law?

Yes, it is morally wrong	**70%**
No, it is only legally wrong	**19%**
I have no opinion	**11%**

The responses to this question show that seven out of 10 persons consider traffic violations comparable to other offenses against society which are morally wrong. One person in every five considers a traffic violation only legally wrong while one in 10 seems to believe that a double standard exists for traffic law observance.

There were no significant differences in the responses of the various groups to this question. The "under 20" group showed the lowest percentage favoring the moral aspect of traffic laws and the highest with no opinion.

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Give reason for your answer to preceding question.

(Reasons given by those stating it is morally wrong.)

- **37%** It is morally wrong to do anything that is legally wrong.
- **30%** It is morally wrong to violate traffic laws since death, injury and damage might result for others.
- **18%** Laws are for the safety of all and it is everyone's responsibility to live up to them.
- **3%** It is morally wrong because one is lessening the value on his own life and setting a bad example for others.
- **12%** Miscellaneous.

(Reasons given by those stating it is legally wrong.)

- **58%** Traffic laws are part of a legal code—not a moral code.
- **2%** It would be morally wrong in heavy traffic but only legally wrong on a wide, empty road.
- **3%** Most people feel no pangs of conscience when disobeying traffic laws, but adopt the attitude that they have gotten away with something.
- **15%** Some traffic laws outmoded for present day driving. When law does not represent the will of society, it is unenforceable.
- **22%** Miscellaneous.

Of significance in these responses are the references to the unrealistic nature of some traffic laws. This viewpoint appeared repeatedly in other parts of the questionnaire answers and comments.

It is interesting to note that no significant differences were observable in the way the other questions were answered by those who made a distinction between the moral and legal aspects of law observance or had no opinion.

Suppose it was late at night, you were the only driver on the road and you came to a red light, which would you normally do?

I would wait until the light turned green	93%
I would stop, look, and then go through the red light	5%
I don't know what I would do	2%

Eighty-eight per cent of the "under 20" group would wait, 6 per cent would go through. In the "over 50" group 97 per cent would wait, 2 per cent would go through. Of those who believed traffic safety violations only legally wrong 86 per cent would wait, 11 per cent would go through. A larger number (96 per cent) of those who considered traffic violations morally wrong would wait, only 3 per cent would go through.

Proper traffic administrative procedures would provide for flash operation of signals during the hours when the stop and go operation wasn't necessary. Apparently, the traffic control signal has greater authority and receives greater public compliance than many other regulations. Perhaps this same theme should have been projected over a wider range of regulatory devices.

How do you rate yourself as a driver?

One of the best on the road	9%
A little better than most other drivers	34%
About average—the same as most other drivers	54%
Not quite as good as most other drivers	2%
Definitely not as good as most other drivers	1%

Assuming that a driver's safety consciousness can be measured to some degree by his appraisal of his own competence behind the wheel, this question was designed to find out how New Jersey drivers rated themselves, and in the following question—which was complementary to it—to determine, if possible, the reasons for the expressed opinions. In other words, if a certain segment of the drivers felt that they were "a little better than most other drivers," it was considered desirable to know by what criteria this was determined and if there were particular "motivations" for such attitudes.

Male drivers were about evenly divided between "better than average" and "average," while female drivers were more modest with a little better than six out of 10 considering themselves "average."

Those drivers with the most driving experience considered themselves generally better than average while those with the least experience were the most modest. Drivers with a college background rated themselves higher than those with a limited educational background.

Why did you rate yourself as you did in the preceding question?

(Of those rating themselves "one of best.")

- **42%** Never had an accident in many years of driving.
- **13%** Drive more miles each year than most drivers and consequently have more experience and am more alert.
- **9%** I think I'm a good driver because it's just stupid to be a poor driver.
- **36%** Miscellaneous.

(Of those rating themselves "a little better.")

- **34%** I wouldn't take the chances a lot of others do. I try to think ahead.
- **25%** I try to drive carefully according to the law and consider the rights of others.
- **17%** I have had no accidents or violations.
- **24%** Miscellaneous.

(Of those rating themselves "about average.")

37%	**I think I am average—only a wise guy thinks he's better than someone else.**
22%	**I drive carefully according to the law and consider the rights of others.**
14%	**I have had no accidents or violations.**
4%	**I know my capabilities and limitations and keep my driving within limits.**
23%	**Miscellaneous.**

(Of those rating themselves "less than average.")

54%	**I don't drive enough to be an expert.**
11%	**I am becoming nervous about driving knowing that over-caution can be harmful.**
5%	**I have not had an accident but occasionally make mistakes in judgment.**
30%	**Miscellaneous.**

The summary of responses to this question emphasizes the negative attitude of many drivers about the traffic problem and their individual part in it. The end and aim of most all driving seems to be accident avoidance.

While this is an estimable goal, it seems also to connote "any kind of driving short of an accident is O.K." Consequently, it is highly desirable to get drivers thinking in terms of safe driving on a positive basis. Here again seems to be a clear indication of the need for a broad public educational program emphasizing the positive side of safe driving rather than the negative cliches so familiar heretofore in "accident avoidance," "defensive driving," and the like.

It is interesting to note that there are more evidences of the positive motivations for safe driving among those who consider themselves "average," or a little above, as contrasted with those considering themselves among the "best" and "below average."

Of the following three speed violations, which do you think is the most serious offense?

Exceeding a 25-mile speed limit by 10 miles	**61%**
Exceeding a 50-mile speed limit by five miles	**3%**
Exceeding a 60-mile speed limit by 10 miles	**32%**

This question was designed to explore attitudes and opinions with respect to speed. There were no significant differences of opinion among the various sub-groups on this question. The majority of drivers, six out of 10, recognize that where lower speed limits are applicable, violations by a small margin are more dangerous than where higher limits apply.

While this question is not particularly significant, it was used to open up the question of speed and its applicability to different areas. The answers to it are to be considered in terms of general attitudes about speed limits and their observance.

There were little or no differences of opinion on this question by the various sub-groups with the exception of the "over 50" age group, 48 per cent of whom considered exceeding the 25 m.p.h. speed limit most serious and 43 per cent of whom considered exceeding the 60 m.p.h. limit most dangerous. This is the first indication that the more elderly portion of our drivers may have a speed complex.

Of the following four traffic violations, which do you think is the most serious offense?

Driving faster than 75 m.p.h. on any public highway	**4%**
Driving while under the influence of alcohol	**56%**
Driving in disregard of the rights and safety of others	**34%**
Driving in a way that takes every possible advantage of other drivers	**5%**

The purpose of this question was to determine public attitude in four specific areas recognized as most important in traffic accident prevention.

The replies are significant in that half of the drivers recognize the alcohol factor as our most important traffic safety problem. It's obvious here too that more effort is needed in public education on the importance of this one factor.

Determination of the public attitude on speed was another purpose of this question and the results show that speed as a cause of accidents is not highest in the public's consciousness. This is the first indication in the questionnaire that the motoring public generally does not have a speed complex. Or in other words, the public recognizes that there are other violations on the road more inimical to safety than speed.

COMMENT

It is apparent from the responses to the nine questions having to do with the attitudes of drivers toward the traffic safety problem in New Jersey generally that the motoring public has a good knowledge of its existence and a sincere concern about it.

While most drivers feel that traffic violations are "morally" wrong, only about half the drivers apply this same principle to other questions. The other half apparently thinks that a person should drive safely solely to avoid an accident. Again, about 90 per cent of the drivers claim they would not violate a certain type of regulation even though it would be safe to do so despite the fact that the regulation should not have been in effect under the circumstances described.

Drivers recognize that there is a need for speed limits and that the limits need to be related to hazardous conditions. However, they believe that speed is not the most serious violation on the road and, in fact, rank speed fourth among four dangerous types of violations listed.

As to individual safe driving ability, a little more than half the drivers consider themselves about the same as most other drivers on the road, while a little more than two out of five consider themselves above average. This self-evaluation seems to be predicated mainly upon a "no accident" record and particularly by those who rank themselves highest.

FREAK SQUEAKS OF '58

by Paul Jones

MAYBE you've noticed that some mighty strange things have been going on—in and out of this old w'd.

Russian dogs that once were lucky to get off the leash are now flying around in outer space as guests of the government.

Mice once headed for the baited trap are now being coddled, christened and cast into orbit with fervent hopes for their safe return.

Even the air lanes close to home are jammed with space creatures hailed affectionately as Purple People Eaters.

And meanwhile, back here on earth—

Dogs are driving automobiles.

Houses are running over people.

Small boys are being shot by plain, everyday drinking water.

And grown men are busting themselves up swinging hula hoops.

Spooky? You haven't heard anything yet!

Those oddities are only a few of the weird and wacky wonders turned up by the National Safety Council in its annual quest for rare and offbeat happenings.

For example:

Mr. and Mrs. William Zaring, of Indianapolis, couldn't believe their eyes when they saw a neighbor's car being backed surely and swiftly across their nice green lawn and straight toward their nice neat home. Mr. Zaring leaped into action, jumped into the car, slammed on the brakes and, understandably annoyed, barked at the driver. The driver barked back, but wagged his tail to show there were no hard feelings. He was the neighbor's dog.

When S. H. Burden told hospital attendants in Knoxville, Tenn., that he had been run over by a house, he wasn't kidding. Moving the house along a steep incline, he tied it to a stump with a rope. The rope broke —and so did Mr. Burden's arm when the house slid over him.

Young Robert Gloden, of Newport, Ky., knows now what they mean when they say, "don't go near the water." He was standing near the kitchen stove when a bullet rolled off a shelf, plopped into a pot of boiling water and exploded. Bob was shot near the rear burner.

In Mt. Clemens, Mich., Harold Dukes was showing his 6-year-old daughter how to really hip-swing one of those new hula hoops, dislocated a vertebra, went to the hospital. Oops!

The 24th annual homecoming parade in Marine, Ill., featured a float proudly sponsored by the fire department. Appropriately, the float was the hottest thing in the parade—so hot, in fact, that it caught fire from one of its own smoke bombs.

Ronny Osburn, of Houston, Tex., didn't have to be reminded it was Friday the 13th. Fifteen-year-old Ronny broke his right thumb for the third time playing football. Each break has occurred on a Friday the 13th! (Tip to Ronny: next time, son, stay in bed!)

As a conscientious driver, Edward Bryant, of Cloquet, Minn., tries to be his brother's keeper on the highway. But when he rushed to the aid of a man his car had struck, who should be there but his brother Henry—not too badly shaken up to remark that it is, indeed, a small world.

Many a man in political life has fallen on his face in public. But few

have done it so literally as Congressman Peter F. Mack, Jr., of Illinois. Mowing his lawn, the congressman lost his balance on a steep incline, fell face down on the pavement, and broke his nose.

But the niftiest fall was performed by year-old Judith DeHaan, of Chicago, who toppled from a second-story window, bounced on a clothesline, did a couple of fancy flip-flops, and landed right side up in her baby buggy!

Jack Hope, brother of Comedian Bob Hope, and Chief Petty Officer Leroy Thomas agreed by telephone to meet at Malibu, Calif., to discuss a show at the Port Hueneme Naval Base. They met an hour early as their cars collided on the highway. Neither was hurt.

In Chicago, 18-month-old April Marie Owens managed to become entangled in a child's portable toilet seat she had ingeniously draped around her neck like a collar. Neighbors and police finally dethroned her, and everything is hoity toity now.

Pulling into Marathon, Tex., at midday on a hunting trip, Jack Lourie decided to take a nap on a mattress fitted into his station wagon. The sun's rays passed through a gallon jug of water, hit the mattress and set it afire. The flames spread to a box of shotgun shells. Two of the shells exploded, broke the water jug, and the water put out the fire. Water story!

To many a GI, saluting an officer is a pain in the neck. But to Sgt. Joe Palacio it was a pain in the shoulder. He dislocated his shoulder snapping off a sharp salute at Ft. Huachuca, Ariz.

Neighbors of Richard and Robert Galloway in Charlotte, N. C., at last could tell the seven-year-old identical twins apart when Robert turned up with a broken left arm in a sling. Then Richard got busy. Result: Identical breaks, identical plaster casts, identical left slings—identical twins.

Mrs. Frazzie Brozeman was ironing in her home in Detroit when she learned her mother's home was on fire three blocks away. She ran to watch firemen put out the blaze, then returned to her own home—to find firemen battling another fire caused by her hot iron. It was ironic.

Floyd and Gene Wilkins, of Little Rock, Ark., met on the highway—head-on. The first thing each driver did was to rush to the other car and display sincere regret over the damage. They weren't just being noble. An hour before they had swapped cars for the day.

Police in Three Rivers, Mich., asked 11-year-old Tommy Kline how he happened to ram his bicycle into a moving car. "You won't believe this," Tommy told them, "but I fell asleep at the handlebars." They sentenced him to a good night's sleep.

In Des Moines, 81-year-old George McCurdy momentarily forgot the goal of the sponsoring group, put a little too much zing into his footwork, fell and cracked his knee at the Saturday night dance of the Safety Always Club.

It's disconcerting to fall out of a bathtub under any circumstances. But imagine Chuck Zordel's embarrassment when he did it in the middle of Main street! Chuck was in a tub mounted on a float entered by a plumbing firm in a parade in Aspen, Colo. He leaned far out to wave to admiring spectators, and fell out. The tub tumbled on top of him. Neither tub nor tumbler was seriously hurt.

In Lansing, Mich., 11-year-old Randy Glum was trapped by a freight train on a railroad bridge. He hit the deck and lay flat between the rails while a string of boxcars rumbled over him. All he suffered was a scratched nose—and was he ever happy he was still Glum!

Turn about is fair play, as any raccoon will tell you. So when Leslie Meserve fired at a furry fugitive in Hollis, Maine, the raccoon came down out of the tree and bopped his enemy good and hard on the head. Meserve's pistol was discharged accidentally, and he was shot in the leg.

It cost Mrs. Jack Bardill $15.15 to mail a birthday card to a friend who was only 15 feet away from her in Princeton, Ky. Mrs. Bardill dropped the card into the mail box and backed her auto into the car—of her friend. It cost her 15 cents for the birthday card and $15 to fix up the friend's car. Happy birthday!

When the Bradley Transportation Line set a new world's safety record by going more than 1,000 days without a lost-time accident, the company threw a big celebration in Rogers City, Mich., with fancy food, triumphal music and super-sharp steel knives as favors. Proudly inspecting his knife, First Mate Norman Raymond of a Bradley freighter cut his finger so severely he had to have first aid. His face was as red as his bandage.

In his work with the National Safety Council Paul Jones constantly admonishes less prudent people to wear safety shoes and watch their step. But on vacation in rural Indiana, Jones went native, stepped barefoot on a red hot floor register in his woodsy cabin, gave himself a Hoosier hotfoot that kept him off the nature trails for several days.

Yes, in orbit or on earth, some mightly strange things have been going on. But one thing is for sure. Even when these dizzy doings happen on earth, they can be out of this world.

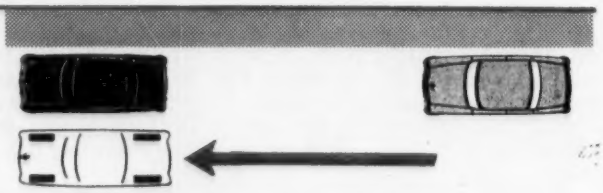
FACT SHEET

HOW TO PARK YOUR CAR

CAUTION: Slow down—signal car behind that you plan to stop. When pulling out—look to the rear.

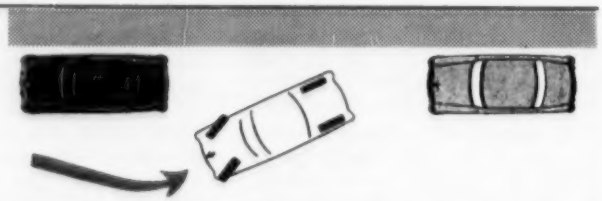
PARALLEL PARKING

1 Check space—five to six feet more than length of car needed. Check distance of other cars from curb to help judge your own. Pull up alongside car ahead, with two feet between, and stop when back bumpers are even.

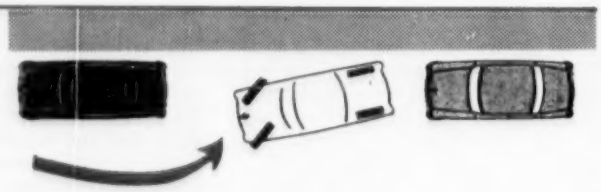


2 Shift into reverse. Back up slowly, turning steering wheel sharply to right.

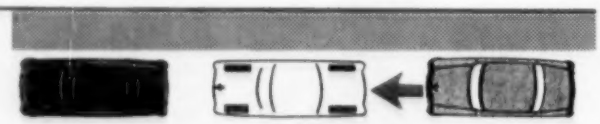
3 When your car is at about 45-degree angle from curb and your front door is even with other car's bumper—straighten wheels, continuing to back slowly.



4 As front bumper comes even with other car's back bumper, quickly turn steering wheel all way to left—edging back to, but not touching, car behind. Right rear wheel should be few inches from curb—not against it.

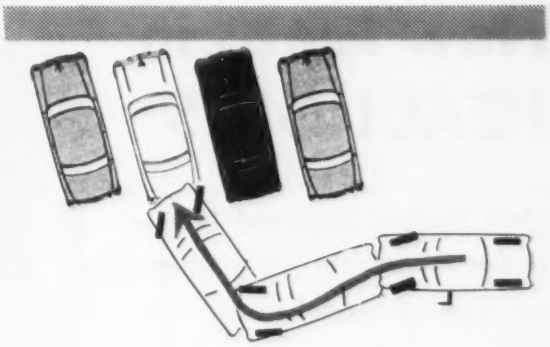


5 Turn steering wheel to right and slowly pull toward curb, centering your car in the space. Straighten front wheels.



[Reprints of this fact sheet

DIAGONAL PARKING



1 **When approaching, maintain distance of five feet between your car and parked cars.**

2 **Signal vehicle to rear that you plan to slow down and then give a right turn signal.**

3 **After your car is one-third past the left rear bumper of car to right of vacant space, turn wheel sharply to right.**

4 **When front wheels are in parking space, perpendicular to curb, straighten wheels by turning left.**

5 **Edge to curb, making certain you are clear.**

HOW TO PULL OUT

parallel

Back up until car almost touches bumper of car behind.

Shift to forward, look back making sure way is clear, then signal for left turn.

Edge up slowly turning wheel sharply to the left.

When half way out, turn wheel to right and proceed forward, checking front and rear clearance of your car.

diagonal

Check traffic behind and creep back using clutch or brake.

When rear bumper evens up with that of car to right, turn right.

When traffic permits—back into right side of street.

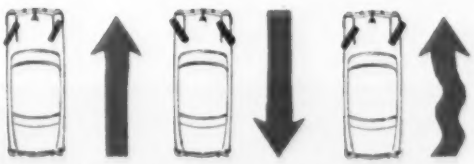
Straighten wheels by turning to left just before you stop with your car parallel to the curb. Shift into forward and proceed.

ON GRADES

DOWNHILL—Turn wheels **INTO** curb, set parking brake, gear shift in reverse, if automatic, in park or reverse.

UPHILL—Turn wheels **AWAY** from curb, set parking brake, gear shift lever in low, if automatic, in park.

UPHILL, NO CURB—Turn wheels **INTO** road edge, etc.



DOWNGRADE **UPGRADE WITH CURB** **UPGRADE NO CURB**

AFTER PARKING

—Apply parking brake
—Turn off ignition, lock it, take out key
—Turn off lights
—Close windows
—**GET OUT ON CURB SIDE OF CAR**
—Lock doors and take keys

Some material in this fact sheet appeared in "Let's Drive Right," published by Scott, Foresman and Co., 1958.

WHERE NOT TO PARK

Check laws. Many no parking areas are not marked, but you're still liable. Here are some of them: Within intersection . . . on sidewalk or at crosswalk . . . in front of driveway, theater entrance, fire station or hotel entrance . . . upon bridge or in tunnel . . . within specified distance of stop signs, railroad crossings, fire hydrants and safety zones . . . beside a car parked at curb (double parking). **Some no parking areas are marked with yellow or red paint on curbs. Never park within such areas.**

ailable. See page 26.]

New Ideas in HEADLIGHTS

New systems designed to throw more light—less glare—on night driving horizon

TWO new headlight systems—one experimental, the other on the market—are aimed to outwit the three enemies of drivers who pass in the night. The enemies: *washout approach,* where oncoming car lights wash out seeing distances of both drivers; *glare harassment,* that puts the whammy on all seeing, and *aftermath dimout,* those few seconds in which driver's eyes must readjust to reduced light conditions.

The system with the most "brainpower" behind its light power is one still in the experimental stage. Developed by Evan P. Bone of Cincinnati, Ohio, and now known as the Bone-Midland system, it's guided by an electronic eye mounted behind the windshield. Fender unit lamps controlled by the eye consist of an optical projector comprising a sealed beam single-filament elliptical reflector and a projection lens. According to the developers, the units produce longer range visibility and an improved lighting pattern helping drivers sight hills and curves far ahead.

When approaching car lights shine into the electric eye light-intercepting vanes in both lamps throw a protective non-glare shadow on the left side of the road. At the same time high intensity beams project down the right side of the road. The vane is continuously controlled so that the resulting shadow accompanies and just covers the oncoming car plus a margin to the car's left. The developers say the result is light in the driver's own lane equivalent to or greater than that of a high beam, even when passing, with only a fraction of the glare produced by standard down beams. Rear red lights also trigger the vanes, reducing glare in rear view mirror.

In action—as two Bone-Midland equipped cars approach the electric eye takes over. Vane shadow and high lamp intensity dispell the washout area, illuminating possible hazards in car's path. There is little glare harassment. Afterward driver's eyes adjust quickly to night highway conditions because they don't have to recover from critical glare disability.

General Electric's Built-in Spotlight

Not as complex and already on the market is General Electric's new system with a built-in spotlight in the lower beam. GE says that when properly aimed the spotlight gives the driver much more light farther down the right shoulder of the road. According to GE the new headlight lamps also provide better seeing in rain, snow and fog.

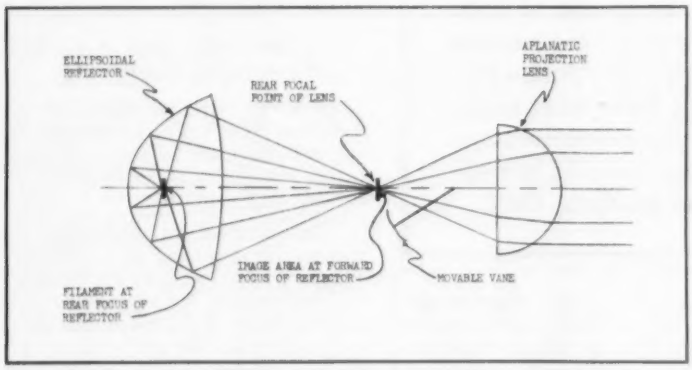
In action—the driver dims his headlights when a car approaches. The lower beam spotlight picks its way through the dangerous washout area allowing the driver to spot upcoming hazards. Meanwhile he can focus his eyes in the distance and away from the oncoming car's headlights. Afterward there's less eye adjustment because of better illumination provided by the lower beam.

Standard down beam (two headlamps) as standard down beam (four headlamp system) approaches.

Visibility with Bone-Midland headlamps as another Bone-Midland equipped car approaches.

What driver sees with standard down beam as car with "dimmed" headlamps approaches. Box at 200 feet is difficult to see.

GE's new headlamp with the "built-in spotlight" in the lower beam projects more light down the right shoulder of the road.


ELLIPSOIDAL REFLECTOR
REAR FOCAL POINT OF LENS
APLANATIC PROJECTION LENS
IMAGE AREA AT FORWARD FOCUS OF REFLECTOR
MOVABLE VANE
FILAMENT AT REAR FOCUS OF REFLECTOR

Basic optical system of Bone-Midland headlamp. Sketch is not to scale as lens has been made extra thick for purposes of clarity.

Frank Davin Joins PR Firm

Frank Davin has been named manager, public safety department, Reincke, Meyer and Finn, Inc., public relations, Chicago.

Mr. Davin was editor of TRAFFIC SAFETY Magazine from 1944 until he left the Council in April, 1958. He also edited the *Safe Driver* Magazine for the Council from 1952 until 1955.

In his new post he will plan and conduct safety programs, develop program materials and handle publicity for clients interested in traffic control and accident prevention. He will also be available as a speaker at safety conferences or for special meetings of interest to safety folk.

Prior to joining the staff of the National Safety Council, Mr. Davin was managing director, Frank Davin and Associates, public relations firm which he organized in 1938.

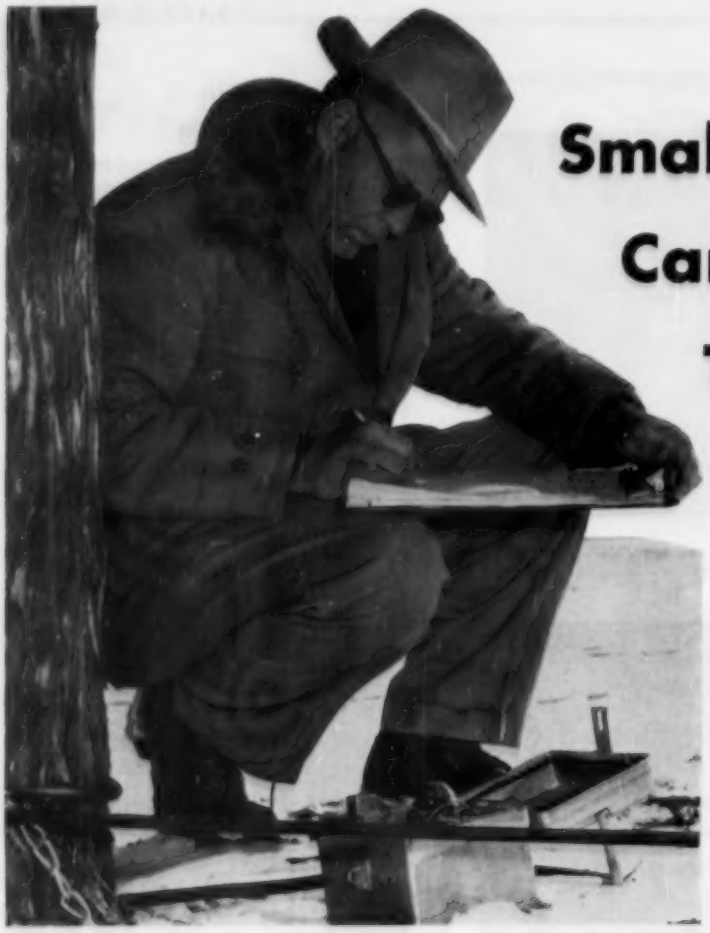
AMA Publishes Quarterly

The Automobile Manufacturers Association has issued the first edition of a new quarterly publication in the highway safety field.

Entitled *Automotive Safety*, the eight-page bulletin is being distributed throughout the nation to safety specialists, automotive writers, educators, government officials, business leaders and others vitally concerned with problems of safety on the streets and highways of America.

It will cover a broad range of subjects, reporting significant developments in all the human and mechanical areas of automotive safety, such as vehicles, drivers, highways and research. Particular attention will be given to activities carried out by the motor vehicle manufacturers or supported by them in whole or in part.

The first issue contains articles on such subjects as engineering research for vehicle safety, Northwestern University's new study of accident causes, safety features of 1959 cars, industry grants of funds to safety programs, a new traffic planning guide for cities and the work of Yale's school for traffic engineers.



Small Cities Can Get Topnotch Engineering

by Harry Porter, Jr.

There is a big fat traffic safety dividend waiting to be collected by support groups of our smaller cities—traffic engineering improvement. But support groups of cities of 50,000 or less first must learn how to get engineering projects through administrative tangles. The Action Program should be their guide. It tells them what needs to be done and how to do it. Mr. Porter points out some public support mistakes and describes successes in three cities—Racine, Wis., Enid, Okla. and Modesto, Calif.

OUR public support groups *are* a powerful voice in the community. Their vocalizing on "what can we do about accidents and congestion" is endless at most of their weekly conclaves. But these are often sad songs, great fugues of frustration, particularly when traffic engineering problems are touched upon. These organizations need to get out their Action Program books and bone up on both verse and melody.

If we could give members of some of these groups a good, hard brain washing in traffic engineering theory we could keep them from coming on stage in bad voice, prevent them from "bulling through" engineering changes and innovations based on popular but false theories of traffic engineering.

Among these fallacious engineering theories embraced by some support groups and city officials—engineering techniques which may work fine in one situation and be of no worth in another—are:

—A 15 m.p.h. speed limit will fix everything.

—A stop sign at the intersection is all that's needed.

—A new traffic signal is the best way to protect school kids.

As T. T. Wiley, commissioner of traffic for New York City and one of our foremost traffic engineers, pointed out in a recent article in *Traffic Engineering* magazine:

"The public sees only the surface of things—the symptoms of a problem. The public does not have the training, the background, the experience, nor even the desire to dig underneath these symptoms to find the real problem and the best solution. Yet the public will move blithely ahead into faulty diagnosis and fatal action and never blink an eye nor recognize that things have gone wrong."

Here is a typical support group SNAFU, the type of well intentioned but misdirected action to which Mr. Wiley refers.

The Greenstreet PTA is meeting. (It could be any group—Rotarians, Kiwanians, Civitans, or business or professional organization—the modus operandi is about the same.) The safety committee asks backing for a request to the city for several four way stops at intersections near the school. The crossings are now protected by school boy patrol; no one has been hurt.

Everyone cheers the project because everyone is convinced that stopping traffic is the best way to slow it down and protect children at crossings.

Within a few days the fight between town officials and the PTA begins. The committee's request is booted around by the several agencies struggling with the administrative piecemeal responsibility for traffic engineering. The committee is shoved from one agency to another—the police, the city engineering office, several aldermen and the mayor's office—and return snarling to the mother committee.

Next, a larger "special" attack force is chosen, a group with lots of political know-how. They are fast with the dial phones and relentless with their pens.

Stop Sign Refrain

After several weeks of the "we want stop signs" refrain, the group fights through to the mayor. Without the protection of a sound traffic engineering administration program he is at their mercy.

So the new signs go up.

But after several weeks all is not rosy on Greenstreet. In addition to the "slow up" of the new stop signs, the timing of other traffic signals on the moderately busy street has been altered by an untrained police technician. The street is now a "stop" and "go" nightmare.

Truckers start using parallel residential streets, as do business men and workers coming in from the outlying areas. There are more accidents because of the Go-Stop-Go-Stop driving.

And there is angry gloom in the once quiet adjacent neighborhood residences.

The added traffic is fast, rattles windows, stirs up dust and dogs, excites children and scares mothers. Tires squeal and police sirens moan. A child on a tricycle is injured.

The battlers from the Greenstreet PTA demand and get posting of slower speeds along parallel streets, speeds so unrealistically low that everyone ignores them in good conscience.

Things don't get better—there's a weasel among the chickens and no one can find the shotgun.

In a few weeks we find:

- The Lions club snarling over the traffic situation at its weekly luncheon, the Rotarians roaring and the Optimists not at all optimistic.
- The Greenstreet PTA mapping another visit to the mayor.
- The newspaper has about everyone on the pan, with the editor and reporters enjoying the community "cookout."
- City officials are playing three-cornered catch with this traffic engineering hot potato.

It is at this point the mayor, chief of police or aldermen should call in a traffic engineering consultant or get assistance from the traffic engineering department of the state.

This city's traffic engineering program has been handicapped by lack of proper scientific and factual direction. Traffic engineering is engineering, and irrespective of the ability and training of the police administrator, he usually has more enforcement planning and other administrative work than he can handle. He just doesn't have time for the many detailed functions of traffic engineering.

In too many of our cities the support groups are making the same errors as the Greenstreet PTA. They are treating symptoms, not illnesses. The city officials are also to blame because they have relegated this important job to those unable to give it proper scientific and factual direction.

The Action Program recommends:

In cities below 50,000 population the responsibility for traffic engineering functions should be delegated to an engineering official, such as the city engineer, the head of the department of public works, or an employee of the engineering department, and opportunities should be given for this man to obtain the necessary training and experience.

In many small cities the mention of engineering improvements sends chills up spines of support group leaders and city officials. They see vast expenditures for signal equipment, underpasses, street widening and construction. Actually, these expensive projects are often less important to the city initially than the proper placement of the engineering responsibility in the city's governmental structure, and training of the engineer chosen to handle such work.

A Bucket of Paint

A bucket of street marking paint in the hands of an engineer with know-how can work wonders, as can such inexpensive things as parking restrictions, realistic speed control, one-way streets, signal progression and uncorking the bottle necks at critical intersections.

Many cities of this size who do not need a full time traffic engineer have found an economical solution by hiring one of the many traffic engineering consulting firms which operate in all parts of the country. This is often done on a yearly fee or retainer basis which gives the city top engineering service when it is needed.

Public Support groups should first examine the NSC Annual Inventory of Traffic Safety Activities report for their city to find out what recommendations have been made to improve traffic engineering administration. These should be given priority.

Three cities—Enid, Okla.; Modesto,

AN ACTION PROGRAM FEATURE

Mr. Porter is executive secretary of the Traffic Conference, National Safety Council, director of the Council's Annual Inventory of Traffic Safety Activities and a past president of the Institute of Traffic Engineers.

Calif., and Racine, Wis.,—have outstanding engineering programs which evolved partially through the help of support groups. I have asked Fred J. Kaiser, traffic engineer at Racine; Duke Baxter, director of the Planning and Traffic Division at Enid, and Douglas J. Carmody, director of Parking and Traffic at Modesto, for some details about public support in their communities.

Council Spadework in Racine

The traffic department was established in Racine, a city of 81,700 population, as a result of spadework of the Racine County Safety Council, according to Traffic Engineer Kaiser. At the same time, a traffic commission was established by the Common Council with primary responsibilities for traffic, parking and street lighting problems. For administrative purposes, the new department was made a subdepartment of the department of public works. Its operations were guided by the new Traffic Commission which is composed of one alderman, the commissioner of public works and three citizens.

The need for public support was recognized at the outset, according to Kaiser. The city's newspaper, the *Racine Journal-Times,* and the two radio stations, WRJN and WRAC, won national recognition in both 1956 and 1957 for their coverage of traffic safety affairs. A large part of this coverage, Kaiser said, concerned the new traffic engineering program.

At the same time, engineer Kaiser made many talks before service clubs such as Kiwanis, Rotary, Optimists, etc., as well as business clubs, explaining methods and tools that would be used to alleviate the city's many traffic problems. The mayor, Jack H. Humble, and the Common Council also gave support to the program. Mayor Humble's leadership and drive in pushing through needed traffic improvements for his city has been outstanding.

Kaiser says public support is necessary in any good engineering program because there is always opposition to change, and Racine is no exception. Opposition was therefore expected when the new traffic commission presented its first improvement project to the Common Council.

This project involved prohibition of parking and several left-turn prohibitions, and changes in pavement markings and traffic signal timing on a highly congested north-south artery. Kaiser knew there would be protests because extensive prohibition of parking during the evening rush hours was also scheduled.

Kaiser, to build public support and public understanding of this change, prepared a report showing the location and number of traffic accidents on this street, the points of major congestion, and included a description of the changes and how they would work to cut down accidents and congestion. With the help of Robert Sorenson, then secretary-manager of the Racine County Safety Council and now an NSC field representative, the report was reprinted by the council and distributed to opinion leaders throughout Racine. Consequently, when a public hearing on the proposed changes was held by the Common Council the meeting was dominated by informed persons who appeared in support of the program. The project was approved and put into operation.

Here is another example of how Racine builds public support for engineering improvements. Washington Avenue is a major east-west artery. The traffic commission proposed extensive rush hour parking restrictions, off-center laning, and changes in traffic signal controls on the avenue which runs through the uptown business district.

Kaiser explained that as soon as plans were consolidated, business men from this area who might be expected to oppose the plan were asked to a meeting where Kaiser and commission members outlined the plan and answered their many questions. When the meeting concluded the businessmen were in agreement with the proposals which were later adopted by the Common Council and put into operation without opposition.

"It is my opinion," Kaiser said, "that a trained traffic engineer can provide the best answers to the multitude of traffic problems which most cities have, but his success is limited to the amount of public support of his program."

Traffic consultants offer smaller cities neering on a fee basis. Here one sets up

Papers Help in Modesto

Douglas J. Carmody, director of parking and traffic at Modesto, Calif., 33,800 population, reports public support for traffic engineering has come from individuals more than group action, but credits community organizations with a continuing program of good projects which have impact. He says radio stations and newspapers have been the greatest help, crediting reporter Jack Crose and City Editor Otto Schroeder of the *Modesto Bee* for much of the progress.

Carmody says inauguration of a one-way street system a year ago was "the greatest upheaval" during the four years the city has had a traffic engineering department. When Carmody proposed this change in 1954 it was blasted by both the City Council and Downtown Merchants Association who refused to discuss the idea for nearly two years. In the interim, Carmody with the help of the newspaper kept up a barrage of stories showing how successfully one-way streets were operating in other cities. He was also helped by the Modesto Safety Council and discussed the project in almost all of his talks to civic groups.

After about 18 months of ground work of this kind, Mayor Harry Marks suggested in Council meeting that the project be discussed. There was some

y engi-
pattern.

Yield right of way signs properly used can increase the efficiency of an intersection by moving traffic faster.

Most smaller cities need off-street parking facilities and traffic channelization. Lot is at Chambersburg, Pa.

opposition to discussion, but there were four "yes" votes and the project was on the floor.

"Once the plan was discussed and some of the questions answered, not with theories but with accounts of experiences of other cities," Carmody said, "approval was rapidly won. The Merchants Association, at a critical point in the discussion, reversed its stand and came out for the proposal."

Installation of "yield" signs at certain intersections is another successful project described by Carmody. Use of this sign increased from six in 1955 when its use was approved in California, to 227 in November of 1958.

At the end of seven months Engineer Carmody made a study of the first nine intersections controlled with these signs to study results. He found and reported a reduction of $46,500 in property damage, 48 fewer injury accidents and total reduction of 75 accidents. When this report was made public the Modesto Insurance Agents Association, one of the city's strongest support groups, took a full column ad in the *Modesto Bee* to publicize the reduction and congratulate the city on its engineering program.

Engineer Carmody says Modesto's program is successful because of:

1. Good press and radio coverage. He says you need to show the "whys" and "hows" to put down misconceptions.

2. Backing by public support groups such as the Forward Modesto Committee, Modesto Insurance Agents Association, Downtown Merchants Association and others when needed.

3. Conscientious handling of complaints and suggestions from public by the traffic engineer, close contact with the public, and being seen around town *at work*.

Enid Began Climb in 1951

Duke Baxter, Director of the Division of Planning and Traffic at Enid, which has 37,200 population, says he feels that traffic engineering in his city has finally "come of age."

Baxter reports the Enid program did not start to move until 1951. Before that the city was doing much better in water, public health, crime and fire prevention services than in traffic control.

"Because of continuing controversies over traffic matters, the public officials concerned were all too often inclined to follow the line of least resistance and needed improvements were either never carried out, or hurried, stop-gap remedies were used without proper factual study, analysis or planning," he said.

"During this period," he continued, "traffic planning functions were carried out by the police department, the limited street painting and sign erection done was delegated to the street department, and traffic signals were erected and maintained by the engineering department.

"In October of 1951 all traffic planning and functions were assigned to one department named the Division of Traffic and Parking. It was positioned as a line division in the department of public works and given stature comparable to the street, water, sanitary and other divisions. Since that time we have made slow but steady progress," Baxter said.

Baxter believes Enid has one of the top traffic engineering planning and control programs among smaller cities because of the following three factors:

1. *Study and Research.* For the past seven years Enid has conducted a continuing program of basic traffic studies consisting of volume counts, intersectional turning movements, speed, congestion, etc., which — coupled with studies of accident characteristics — justify any decision made by the Traffic Division. *The city has found that the public will readily accept any change that is well-planned and reasonable if it is presented to them with reasons governing the decision.*

2. *Standardization.* All traffic control devices have been standardized according to specifications of the Manual on Uniform Traffic Control Devices of

To Page 42

BOOSTERS

USE THESE AIDS . . .

WHAT'S HIGH-FLYING AND MAGIC?

FOR getting to work or to a weekend golf game, there's nothing like a flying carpet. No traffic jams, easy parking (just roll up and shove in a golf bag) and little upkeep (a whisk broom will do).

Unfortunately flying carpets are hard to come by, but NSC's new high-flying fact sheets aren't. They're just as colorful (well almost), make motoring practically as easy as rug cruising and toss in some magic besides (both layman and traffic engineer can understand them).

And 500 fact sheets are less expensive than even one thread of a flying carpet. Drop them in hands of safety council people, mom's purse, junior's jacket, dad's brief case, insurance salesman's folder and worker's pay envelope. Got the idea? Twelve have appeared in Traffic Safety so far and are available as reprints:

Light Up Your Traffic Hazards (329.96-1)
Boat Trailers (329.96-2)
Driver Improvement Schools (329.96-3)
Traffic Law Uniformity (329.96-4)
Use of Turn Signals (329.96-5)
Holiday Hazards (329.96-6)
Your Responsibility in an Auto Accident (329.96-7)
The Driver with a License to Kill (329.96-8)
Drinking and Driving (329.96-9)
Driver Education in High School (329.96-10)
Stopping Distances (329.96-11)
How to Park Your Car (329.96-12)

Order by fact sheet title and stock no., e.g. Boat Trailers (329.96-2). NSC reprint prices: packages of 50, $3.90; 100, $5.35; 500, $15.00. Subject to 10 per cent member discount.

P.S. For the day when every household has a flying carpet, NSC has a Persian traffic engineer working on "How to be a Rug Cruiser."

Spark Traffic Engineering Projects with:

FILMS

Traffic Action Program—Series of eight 16 mm films sponsored by President's Committee for Traffic Safety, including **Engineering for Traffic Safety.** Series shows how communities can organize effective traffic program. (Introductory film: 13 min. B&W; **Engineering** and other films: five to seven min. color; write President's Committee for Traffic Safety, General Services Bldg., Washington 25, D. C.)

The No. 1 Lifesaving Challenge in America Today—Another in family of Action Program films. Shows how communities have cut fatalities with balanced traffic control programs in past 30 years. (16 mm sound color 17 min. from President's Committee, see above.)

The Monroe Story—Community effort reduces traffic toll. (16 mm B&W 30 min. TV/OK from North Carolina Dept. of Motor Vehicles, New Bern Ave., Raleigh, N. C.)

NSC AIDS

Traffic Engineering Guide—for cities with under 50,000 population. Guide for city officials who don't have full-time engineering staffs. Some topics covered: one-way streets, speed, volume and parking studies, street lighting and traffic signals and signs.

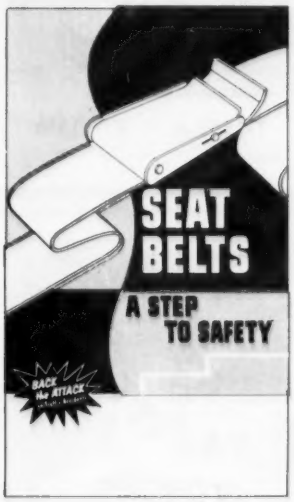
You Can Help Reduce Traffic Accidents and Congestion—Twelve page booklet telling how your city can participate in the Annual Inventory of Traffic Safety Activities. Single copy free.

Public Safety Memos—Standard City Traffic Accident Reporting System (329.01-69), Traffic Accident Spot Maps for Cities (329.01-75) and Setting Up Traffic Engineering in Your City (329.01-101). Single copies free.

MATS—Traffic safety mats are available on seasonal traffic themes. They are free up to ten—additional mats are 10c each.

MATERIALS

How to Sell The Seat Belt Story



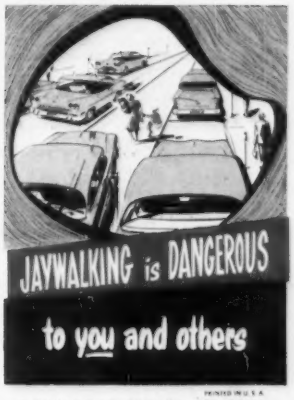
The use of seat belts in automobiles is rapidly gaining favor. But many motorists still resist installing them in their cars. Many bogus arguments have been raised against their use, all of which have been disproved by the experts.

This attractive leaflet tells the Seat Belt story frankly and briefly. It should help convince motorists that wearing seat belts may save them from serious injury—even death!

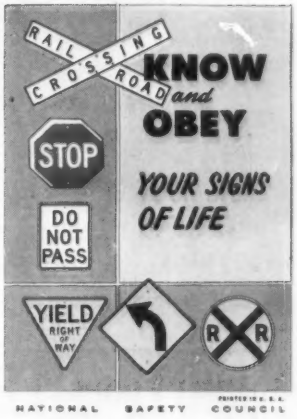
Stock No. 391.60. Sold in packages of 100. Prices: 1-9 pkgs., $2.50 per pkg.; 10-49 pkgs., $2.00 per pkg.; 50-99 pkgs., $1.80 per pkg.; 100-199 pkgs., $1.60 per pkg.; 200-999 pkgs., $1.40 per pkg.; 1,000-1,999 pkgs., $1.20 per pkg.; 2,000 or more pkgs., $1.00 per pkg.

TRAFFIC POSTERS FOR APRIL POSTING

T-1542-C 25"x38"
T-1543-A 8½"x11½"



T-1544-B 17"x23"



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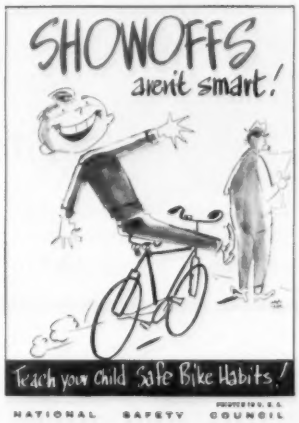
T-0467-A 8½"x11½"



T-0654-B 17"x23"

PRICES FOR ABOVE POSTERS

Traffic Posters—T-prefix to number	1-9	10-99	100-999	1000-4999*
A Size	$0.15	$0.092	$0.063	$0.052
B Size	.25	.18	.15	.12
C Size	.35	.27	.22	.20

YOUR CREDIT LINE can be imprinted at time of the press run on Traffic B and C posters only. Orders for imprints on April posters above must be received by February 15, 1959. Imprinting charges for these posters are $2.25 per lot plus an initial charge for each electroplate of $21.00 for C poster imprint and $12.50 for B poster imprint.

*Write for prices on quantities of 5,000 or more or for special rates on annual poster orders.

PRICES SHOWN ARE SUBJECT TO A DISCOUNT OF 10% TO NATIONAL SAFETY COUNCIL MEMBERS

FLEET POSTERS

POSTER PRICES

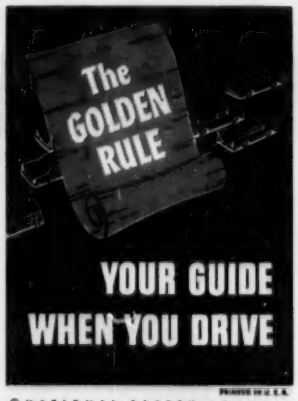
Posters illustrated on these pages are included in the automatic Motor Transportation poster services. Automatic poster sets are available on yearly subscription that provides (4) subjects per month viz. (2) "A" size (8½"x11½")and (2) "B" size (17"x23"). Automatic service is provided in the following categories:

City Truck Intercity Truck Sales Truck Truck Terminal	City Bus Intercity Bus Taxicab Bus Terminal	Annual price 1-4 sets, $8.85 per set; 5-49 sets, $7.45 per set; 50 or more sets, $5.95 per set.

Posters are available for individual selection at the following prices:

	1-9	10-99	100-999	1000-4999*
A size, any selection	.15	.092	.063	.052
B size, any selection	.30	.22	.185	.15

All prices shown are subject to a 10% discount to National Safety Council Members. *Write for prices on quantities of 5,000 or more.



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T-1509-A 8½x11½

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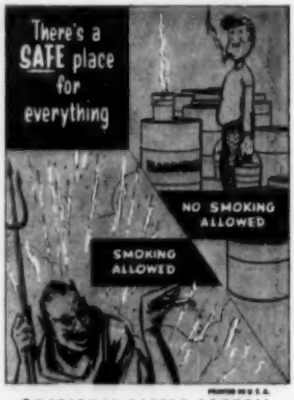
1453-B 17x23



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1004-B 17x23

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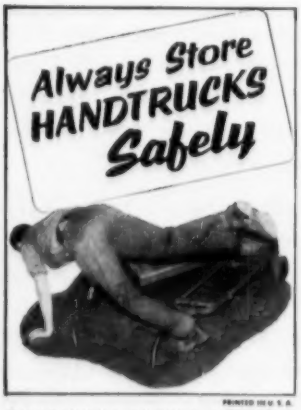
1458-B 17x23

NATIONAL SAFETY COUNCIL

0173-A 8½x11½

NATIONAL SAFETY COUNCIL

0848-A 8½x11½



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0797-A 8½x11½

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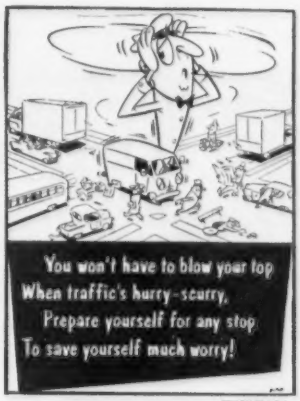
V-1537-B 17x23



©NATIONAL SAFETY COUNCIL

V-1535-B 17x23

©NATIONAL SAFETY COUNCIL

V-0789-B 17x23

NATIONAL SAFETY COUNCIL

V-0387-B 17x23

NATIONAL SAFETY COUNCIL

V-0920-A 8½x11½

GIVE 'EM "FLARE"
WARNING
WHEN DISABLED ON HILLS, CURVES, AND OTHER AREAS OF OBSTRUCTED VIEW, I.C.C. REGULATIONS REQUIRE WARNING SIGNALS NOT LESS THAN 100 FEET NOR MORE THAN 500 FEET IN THE DIRECTION OF THE OBSTRUCTION

NATIONAL SAFETY COUNCIL

V-9753-B 17x23

©NATIONAL SAFETY COUNCIL

V-0918-B 17x23

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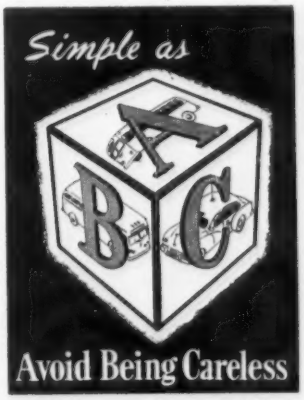
V-0919-B 17x23



NATIONAL SAFETY COUNCIL

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Five years of organized safety cut Standard Brands' preventable accidents 45 per cent.

STANDARD'S Safety Story

by Charles Ehrenberger

MOST companies operating motor vehicle fleets are "safety conscious." That is, they believe that safety is a good thing and they would like their drivers to keep out of accidents.

But there is a wide distinction between merely "believing in safety" and really "practicing organized safety." A page from our company experience will illustrate this.

Safety has always been a key word at Standard Brands. We were "safety conscious" right from the start. Yet looking back at our automotive accident record for the five-year period from 1948 to 1953, we were amazed to find that accident costs had gone up 109 per cent over the five preceding years. We were shocked to find that accidents were costing .004¢ per mile and that accident repeaters were accounting for 51 per cent of our mishaps. It seemed impossible that we had suffered 650 accidents in one year!

Now, let's see what has happened in the five years since we made those disturbing discoveries — during those five years when we substituted "organized" safety for mere "safety consciousness."

› Today, our personal liability and property damage costs are down 30 per cent, and our collision, fire and theft cost has been cut 50 per cent. Preventable accidents have dropped more than 45 per cent. Best, and most impressive, of all, for the year ending June 30, 1958, we drove 1,800 vehicles more than 33,000,000 miles with an overall accident frequency rate of 1.2 (per NSC contest standards).

› During 1957-1958, drivers in five of our territories drove heavy duty equipment 691,000 miles in 12 months —without an accident. And this mileage was rolled up principally in heavy traffic in such places as Los Angeles, Detroit, Philadelphia and other metropolitan areas.

› During the same period, route truck operators in six of our 13 districts drove 4,600,000 miles with an accident frequency of only 1.39. These drivers also faced a high rate of accident exposure as they operated over heavily-traveled urban routes. At the same time, salesmen in passenger cars in nine of the 13 districts went 12,500,000 miles—more than 500 times around the earth — with an accident rate of .66.

Before you hear how we slashed our accident rate, you should know some-

Charles Ehrenberger is operating manager for Standard Brands Inc.

thing about our operation. Standard Brands manufactures and distributes consumer food products through wholesale and retail grocery outlets and food items and ingredients for the bakery, institutional, hotel and restaurant trade. We have some 60 tractor-trailer combinations that move out night-and-day from widely scattered plants and warehouses to bring our products to local distributors from coast to coast. Salesmen driving more than 900 passenger cars roam far and wide with Chase & Sanborn Coffee, Tender Leaf Tea, Royal Desserts, Fleischmann's Yeast and other Standard Brands products. And more than 500 route trucks hurry these products to market.

How It Started

Back in 1950, when we found our accident trend growing, we studied every accident prevention program we could lay our hands on. From them we culled what we felt was best suited to our organization. While maintaining a fleet is inherent in our operation, it is not our principle business. So, we looked for a program that was simple and easy to administer. From this study we came up with one which we felt fitted our operation—a program we like to call "organized safety."

You move from hit-or-miss safety to organized safety when you take a hard look at each part of driver selection, training and follow-up and set up procedures that bring the best accident prevention techniques into play. You take every opportunity to remind drivers through posters, dash board stickers, company publications and, most of all, supervision that accident prevention is vital to the business. And then you follow this up by allowing no infraction of safety rules to go unnoticed. The safe way is rewarded and the careless way results in disciplinary action. This is organized safety.

Getting the Drivers

A safety program begins with driver selection. You must start out with good material. We put all our drivers through examinations with Porto Clinic and AAA equipment. We move these testing devices around in the field, constantly checking vision, reaction time and other driver responses. Today, we have many cases on record where this examination and follow-up procedure changed an accident-prone driver into an accident-free one. So much interest was created by these checking devices that we now extend their use to the families of our employees.

In some cases where we have had men with an excessive number of accidents, we have employed driver-trainers to ride with them. There have been times when, as a result of these checks, we have had to take vehicles away from sales personnel.

We give special attention to the drivers of our over-the-road transport fleet. Requirements for these drivers are very rigid. When new drivers are hired, they are checked carefully through credit bureaus and vehicle licensing agencies. In addition to the information we secure from our own employment forms, we use investigative forms from other agencies.

Road tests are given to all applicants. And after employment, we use driver-trainers to supervise and ride regularly with these men. Our salesmen and route men must be hired for a combination of qualities including driving, but the over-the-road drivers are picked strictly for their professional driving ability. Therefore, their accidents are examined with a very critical eye and no allowance is made for carelessness of the slightest degree.

We have found it extremely advantageous to use tachographs on transport trucks. All drivers are employed with the understanding that they will drive with a "tach." The key to the tachograph case remains in the lock. We have found that the "tach" record has proved advantageous to the driver in more cases than it has worked against him.

Accident Report Forms

You can't control accidents unless you know how they happen. It's essential to get the facts straight. So at the very start of our program we revised and simplified our accident report form to include accident date, cost and whether the accident was preventable. Regular reports comparing the accident frequency by territory were developed. These were made available to all company drivers and administrative per-

Each Standard Brands' vehicle is equipped with accident report envelope.

Driver-trainer makes periodic stops at company's many operations. Here he goes over vehicle check with driver.

sonnel. Each vehicle was equipped with an accident report envelope which contained all pertinent state laws, witness cards, names of physicians and accident report forms. These forms are a great help in gathering all possible information at the scene of the accident.

Help from NSC

One of the first things we did in setting up our safety program was to go into partnership with the National Safety Council. By tapping the resources of the Council's Motor Transportation Division with its background in shaping safety programs for all types of fleets and transit systems, we got the help we needed from the top experience in the field. Knowing the importance of incentives in any program we enrolled our drivers in the Council's Safe Driver Award program. We use lapel pins, key chains and certificates to recognize safety merit.

Through Council publications we keep up-to-date on the latest developments in fleet safety and each year our top safety personnel attend the National Safety Congress where we can discuss accident problems with safety leaders from all over the nation.

We feel that you can't remind a driver too often to do things the safe way. We periodically distribute posters, booklets, bulletins and other safety materials. Some of these we have developed from our own experience. However, the majority of such safety materials we receive through our membership in the National Safety Council. The monthly *Driver Letter* and the *Safe Driver* magazine is mailed to each driver's home.

Also, early in our program, we developed a safety "sticker" that could be attached to the dashboard of every vehicle and changed at monthly intervals. We know that the stickers are noticed as our drivers mentioned that the dash stickers have been valuable safety reminders.

Another way we get the safety message to our drivers is through our monthly house organ. Each issue carries at least one safety message. And all safety meetings, award presentations and contests are given generous space in the publication. In this way, each driver knows that management considers safety of prime importance.

Safety meetings are conducted regularly at the field locations using available safety films. We are always on the lookout for new devices and ideas that will aid us in making these meetings of value. Our most recent addition has been the flash-film technique.

Accident Review Board

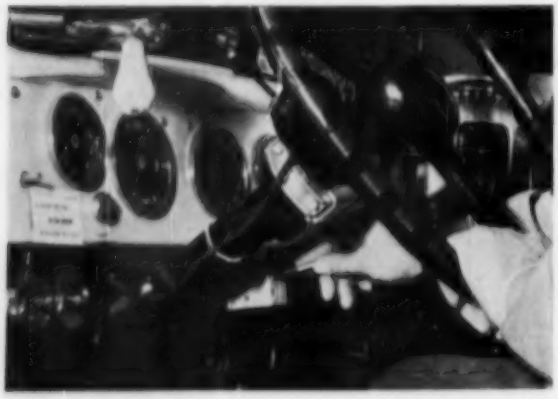
We look upon our review board as a key feature in our safety program. The board, which is made up of five executives from various branches of Standard Brands, has the responsibility to determine whether or not an accident was preventable. The board gets all the facts of the accident but the driver is not identified. In determining preventability, we use the standards of the Safe Driving Award of the National Safety Council. At no time does the question of legality enter into consideration.

The review board meets approximately every six weeks with sessions running about two hours. The board hands down a report on every accident judged "preventable," and this report is relayed to the field supervisor who then discusses it with the driver.

Drivers Can Appeal

If a driver has his accident judged preventable, he has the right to appeal to the board. In some cases that are appealed, the driver remembers pertinent facts that he overlooked in his original report. When this happens, it's not unusual for the review board to reverse its decision. Incidentally, this method of handling cases has made the reporting of accidents a more serious task resulting in more complete and accurate reports. We find that our drivers are much more thorough than they once were in mentioning essential details.

Our review board does more than merely determine preventability of an accident that has already occurred. It goes after those accidents that haven't as yet happened. The board is constantly studying ways and means of improving our safety program. Equipment such as mirrors, back-up lights, reflectors and safety flares were standardized on all vehicles on the recommendation of the review board. Safety



Each tractor cab is loaded with safety aids—sander control, tachograph, spotlight and safety sticker.

Local dispatcher discusses report of review board with driver. Driver can appeal decision if he thinks it unfair.

belts were tested extensively and brought to the review board for final decision.

Company or Family Car?

How to handle company-owned cars assigned to salesmen? That has always been a knotty problem for those working with fleets. We have tried a wide range of policies ranging from no personal use with storage-at-night and weekends in a garage to the other extreme of unlimited use by salesmen and their families.

We found that neither extreme is the answer. Now we've settled for a happy medium, and were especially happy with the results — during the past year, 19,000,000 passenger car miles with an accident frequency rate of .85.

Here are some of our passenger car policies which we believe to be effective:

- Representatives assigned passenger cars are permitted to use the car for personal purposes.
- Driving a company-owned car is restricted to the employee, and his wife—providing she is a licensed driver and 18 years of age or over.
- Employees pay for gas, oil, storage, washing and greasing incurred in personal use of car when outside assigned territory.
- Five dollars each month is deducted from the salary of each employee with a company-owned car. This is his contribution toward the operating cost of the vehicle for personal use. However, if an employee goes through the year without a preventable accident, the entire annual payment of $60.00 is refunded to him. And best of all this refund is made early in December—just in time for Christmas shopping.

Geared to Needs

As has been shown, we believe that accident prevention is much more effective when it is organized, and it must be organized within the scope of its purpose. We believe that any safety program should stick to proven fundamentals rather than rely on "gimmicks."

If every fleet operator will study his own problems and operating methods and then "organize" safety to meet his needs, there can be no doubt that accident prevention will be a catalyst for greater efficiency as well as a soul-satisfying economic investment.

NSC OPENS NOMINATIONS FOR 1958 DOW AWARD

The National Safety Council has announced the opening of nominations for the 1958 Marcus A. Dow Memorial Award. Sponsored by the Greyhound Corp. "to recognize, reward and foster high standards of professional achievement in the field of motor transportation safety engineering," the award is made annually to the top fleet safety director in the United States and Canada. It consists of an inscribed plaque and a cash award of five hundred dollars.

A winner is selected on the basis of his relative qualifications in the following four areas:

1. He shall have served within the previous five years as practicing safety supervisor directly engaged in the engineering of accident prevention among private or public carriers in the field of motor transportation.

2. He shall have made significant contributions to the field of safety engineering through contributions to publications of the motor transportation industry and/or the field of fleet safety engineering.

3. He shall have contributed to the advancement of fleet safety engineering by personal participation in conferences of national, regional or local safety organizations.

4. He shall have demonstrated his ability to produce better than average results within his own operation as reflected by the accident statistics of his organization.

Any individual, company or organization having direct knowledge of the nominee's achievements may nominate an individual for the award. Nominations must be submitted on an official nomination blank accompanied by adequate supporting evidence in the form of exhibits, letters, newspaper and magazine clippings, etc.

Nominations should be submitted on or before April 1, 1959 to Paul H. Coburn, secretary, Marcus A. Dow Memorial Award Committee, National Safety Council, 425 N. Michigan Avenue, Chicago 11, Ill. Nomination blanks and further information on the award procedure are available from the Council on request.

Other members of the committee of judges are William B. Barton, general counsel, Chamber of Commerce of the United States, chairman; E. C. Cox, chief, section of motor carrier safety, Interstate Commerce Commission; M. A. Kraft, research coordinator, Flight Safety Foundation, Inc., and W. G. Macintosh, manager, engineering department, Hartford Accident and Indemnity Co.

The 1958 award will be the eighth award made since the award was established in 1951. Previous winners were K. N. Beadle, Pacific Intermountain Express; Carlton Alexander, McLean Trucking Co.; E. J. Emond, Armour and Company; Colin Dobell, British Columbia Electric Company; C. D. Calkins, Pacific Motor Trucking Company; Karl Schulze, Standard Oil Co. of California, and Frank J. Witken, Interstate Bakeries Corp.

Lumbermens Sponsors College Contest

College journalists will compete for cash prizes totalling $2100 in the eleventh annual college newspaper contest on safe driving sponsored by Lumbermens Mutual Casualty Co.

Purpose of the contest is to encourage college newspapers to promote safe driving among students through safety campaigns, cartoons, editorials, feature stories and photographs.

Any college newspaper or student journalist in the U. S. or Canada is eligible to compete for the ten prizes in the contest.

A first prize of $500, second prize of $250 and third prize of $100 will be awarded in both daily and non-daily publication classifications for the outstanding safety campaigns appearing in college newspapers between November 10 and December 24, 1958.

One hundred dollar awards will be given for the best cartoon, editorial, feature story and photograph published during the same period.

Council Traffic and Motor Transportation Films

FILMS covering safety in all areas are available through the National Safety Council* or its distributors, the Canadian Film Institute** or Association Films, Inc., *** in the United States.

Subjects range from industrial, motor transportation, and traffic to home, farm, and general interest topics. Terms of availability are purchase or rental.

The following list includes the traffic and motor transportation films. The complete list of films can be found in the October issue of the NATIONAL SAFETY NEWS.

The Council has films for purchase, but orders for *rental* prints should be sent to Association Films or the Canadian Film Institute—*not* to the Council. Equipment is not available at the Council and can usually be obtained locally.

Users will need supplemental equipment: 16mm motion picture projector, with or without sound, depending on the film; 35mm filmstrip projector, with a three-speed record player attachment, unless the filmstrip has no record; projector for 2 x 2-in. slides.

In the following listing of available safety films, the abbreviation *b&w.* means black and white; *col.* means color; *min.* means minutes of running time. Each date given is the date of production of the film. Silent filmstrips show the number of frames.

DEFENSIVE DRIVING SERIES: (16-mm sound motion. b&w. 10 min. each. 1957.) These six films can be shown to drivers of any kind of vehicle: truck, bus, taxicab or passenger car. Each film deals with one of the six basic traffic situations in which one vehicle can collide with another. The series forms a complete and comprehensive course in defensive driving for veteran drivers, as well as beginners. Titles: *How to Follow Safely; Don't Be a Sitting Duck; Stay Right, Stay Safe; What Right-of-Way?; The Art of Being Passed; How to Pass Safely.*

HOW TO FOLLOW SAFELY Defensive Driving Series (16mm sound motion. b&w. 10 min. 1957.) Illustrates braking time required for various rates of speed and offers a simple rule for preventing collisions with vehicles ahead.

DON'T BE A SITTING DUCK Defensive Driving Series (16mm sound motion. b&w. 10 min. 1957.) Shows how a driver can be a sitting duck if he has to stop suddenly without giving the vehicle behind any warning. Also covers problem of the vehicle that keeps *riding* the rear bumper of vehicle ahead. Film offers a workable plan for solving both problems.

STAY RIGHT, STAY SAFE Defensive Driving Series (16mm sound motion. b&w. 10 min. 1957.) Shows how the center line on a road can be the dividing line between life and death, with vehicles rushing past one another just a few feet apart. The number of things that can cause a driver to cross the line and collide with a vehicle coming from the opposite direction are carefully explained.

WHAT RIGHT-OF-WAY Defensive Driving Series (16mm sound motion. b&w. 10 min. 1957.) Stresses that traffic signs and signals are useless when drivers try to grab the right-of-way, and shows how just following a few simple rules can help a driver prevent accidents with vehicles approaching from an angle.

THE ART OF BEING PASSED Defensive Driving Series (16mm sound motion. b&w. 10 min. 1957.) Viewers are frankly reminded that being passed brings out a competitive urge in many drivers. Stresses need for making things easy for the other fellow to pass. Fully discusses safe practices in changing lanes, making right turns, pulling out from parking space.

HOW TO PASS SAFELY Defensive Driving Series (16mm sound motion. b&w. 10 min. 1957.) Presents defensive driving techniques in passing another vehicle. Sizing up the situation, making the decision and acting immediately, passing as quickly and smoothly as possible. The importance of knowing the proper speed for passing, and of knowing when to pull back to the right is pointed out.

PROFESSIONAL SAFE DRIVING SERIES (16mm sound motion. b&w. or col. 10 min. each. 1953.) Five films for bus, truck and taxicab drivers. Narrated by Wilbur Shaw, three-time winner and late president of the Indianapolis Motor Speedway Corporation. Using a sports theme throughout, big-name baseball, bowling, and golf stars contrast the fine points of their sports with the skill and finesse the *pro* commercial vehicle drivers must rely on to maintain their safety records. Available as a set for purchase or preview, and individually for purchase, preview or rental. Titles: *Skill is Your Business; Ninety-Day Flash; The Champ Becomes Deaf and Blind; Watch Your Handicap; Take a Look at the Odds.*

SKILL IS YOUR BUSINESS The Professional Safe Driving Series (16mm sound motion. b&w. or col. 10 min. 1953.) Shows what it takes to maintain professional driving skill day after day. Explains how to keep this skill on tap to meet unexpected situations which may occur during the routine driving of a truck, bus or taxicab.

NINETY-DAY FLASH The Professional Safe Driving Series (16mm sound motion. b&w. or col. 10 min. 1953.) Shows how small driving errors, if repeated frequently, can lead to faulty habits and serious accidents. Directed to the professional driver.

THE CHAMP BECOMES DEAF AND BLIND The Professional Safe

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* National Safety Council, 425 N. Michigan Ave., Chicago, Ill.

** Canadian Film Institute, 142 Sparks St., Ottawa, Ontario, Canada.

*** Associaiton Films, Inc.: Broad at Elm, Ridgefield, N. J.; 561 Hillgrove Ave., LaGrange, Ill.; 799 Stevenson St., San Francisco 3; and 1108 Jackson, Dallas 2, Tex.

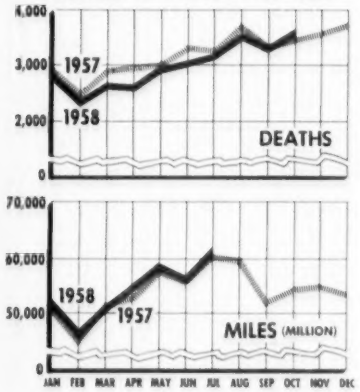
AF prints may be ordered by TWX teletype: New York, NY 1-4649; Dallas, DL 1095; LaGrange, Ill., LAG 2651; and San Francisco, SF 1572. (Requests to the Ridgefield office should be made to the New York number.)

From Page 4

deaths per 10,000 registered vehicles, were:

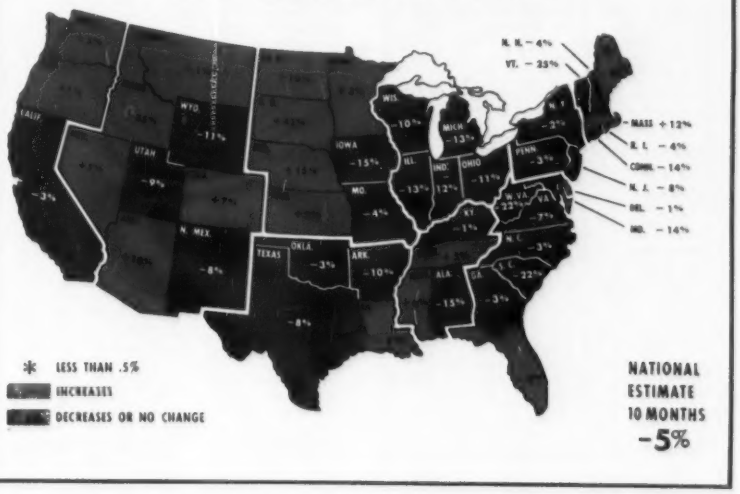
	Reg. Rate	Pop. Rate
Group I (Over 1,000,000)		
Detroit, Mich.	2.1	7.2
Chicago, Ill.	2.9	7.9
Los Angeles, Calif.	3.0	15.5
Group II (750,000 to 1,000,000)		
San Francisco Calif.	2.3	8.4
Washington, D. C.	2.5	6.8
Cleveland, Ohio	2.9	9.8
Group III (500,000 to 750,000)		
Milwaukee, Wis.	1.4	4.9
Minneapolis, Minn.	2.1	8.5
Houston, Tex.	2.2	11.5
Group IV (350,000 to 500,000)		
Indianapolis, Ind.	1.4	6.8
Denver, Colo.	1.9	8.3
Portland, Ore.	1.9	9.6
Group V (200,000 to 350,000)		
Wichita, Kan.	1.1	6.4
Flint, Mich.	1.3	6.1
Toledo, Ohio	1.4	6.4
Group VI (100,000 to 200,000)		
Hartford, Conn.	0.4	1.3
Lincoln, Neb.	0.5	2.0
Amarillo, Tex.	0.5	2.4
Group VII (50,000 to 100,000)		
Evanston, Ill.	0.0	0.0
Bethlehem, Pa.	0.0	0.0
Elmira, N. Y.	0.0	0.0
Group VIII (25,000 to 50,000)		
Whittier, Calif.	0.0	0.0
Boise, Idaho	0.0	0.0
Birmingham, Mich.	0.0	0.0
Group IX (10,000 to 25,000)		
Kingsport, Tenn.	0.0	0.0
Medford, Ore.	0.0	0.0
Klamath Falls, Ore.	0.0	0.0

MONTHLY MOTOR VEHICLE DEATHS AND TRAFFIC TRENDS 1957-1958



● **STATE and city death records listed on these pages are reported to the Council by state and city agencies participating in the Council's accident reporting project. Reporting deadline for cities is the 23rd of the following month —for states, the 25th.**

CHANGES IN MOTOR-VEHICLE DEATHS
FIRST 10 MONTHS, 1957 TO 1958



MOTOR VEHICLE DEATHS AND DEATH RATES
1956, 1957 and 1958

Month	1956	1957	1958	1956-58 Change	1957-58 Change
January	2,954	2,880	2,760	— 7%	— 4%
February	2,652	2,480	2,330	—12%	— 6%
March	2,940	2,890	2,630	—11%	— 9%
April	2,970	2,950	2,600	—12%	—12%
May	3,094	3,000	2,910	— 6%	— 3%
June	3,338	3,310	3,010	—10%	— 9%
July	3,555	3,240	3,140	—12%	— 3%
August	3,535	3,690	3,500	—19%	— 5%
September	3,653	3,330	3,300	—10%	— 1%
October	3,476	3,450	3,590	+ 3%	+ 4%
Ten Months	32,167	31,220	29,770	— 7%	— 5%
November	3,603	3,570			
December	3,858	3,710			
Total	39,628	38,500			

All 1956 figures are from the National Office of Vital Statistics.

All other figures are National Safety Council estimates. The 1958 national estimate is arrived at by assuming that the percentage change from 1957 to 1958 in the states reporting for both years reflects the 1957-1958 change in the entire country. First reports are preliminary, so revisions are made from time to time as later reports are received for the various months. Thus, figures above for 1958 may differ slightly from figures for the same months which will be published in future issues of TRAFFIC SAFETY.

TRAFFIC DEATHS—CITY RECORDS

The table covers only motor-vehicle deaths resulting from traffic accidents that occurred in the city. Nontraffic motor-vehicle deaths (where the accident occurred on home or work premises) are not included, nor are deaths in the city from accidents occurring outside.

Rankings are based on the 1958 registration death rate which is the number of deaths per 10,000 registered motor vehicles on an annual basis. Vehicle registration figures are for the year 1957 and were supplied by R. L. Polk & Company.

Cities are ranked by death rates—from low to high. When two or more cities have exactly the same rate, ranking is by total vehicle registrations—from large to small.

Cities shown in heavy type have improved in 1958 compared with 1957.

The population death rate is the number of deaths per 100,000 population on an annual basis. Populations are as of April, 1950, or later censuses taken by the U. S. Bureau of the Census.

	Ten Months 1958	1957	1956	1958 Reg. Rate	1958 Pop. Rate
ALL REPORTING CITIES				2.1	8.3
Group I (1,000,000 and over)					
1. Detroit, Mich.	115	143	160	2.1	7.2
2. Chicago, Ill.	246	252	279	2.9	7.9
3. Los Angeles, Calif.	290	327	317	3.0	15.5
4. Philadelphia, Pa.	128	126	141	3.1	7.4
All cities in this group				3.3	8.7
5. Baltimore, Md.	92	90	97	3.6	11.3
6. New York, N. Y.	491	476	455	4.3	7.6
Group II (750,000 to 1,000,000)					
1. San Francisco, Calif.	54	71	69	2.3	8.4
2. Washington, D. C.	47	52	44	2.5	6.8
All cities in this group				2.6	8.4
3. Cleveland, Ohio	76	93	78	2.9	9.8
Group III (500,000 to 750,000)					
1. Milwaukee, Wis.	29	33	58	1.4	4.9
2. Minneapolis, Minn.	37	34	31	2.1	8.5
3. Houston, Tex.	68	76	59	2.2	11.5
4. Seattle, Wash.	52	35	51	2.3	10.9
5. Dallas, Tex.	56	51	42	2.4	11.6
6. Boston, Mass.	37	46	56	2.5	6.1
7. Cincinnati, Ohio	42	52	41	2.5	8.8
All cities in this group				2.6	9.6
8. Buffalo, N. Y.	45	43	42	2.8	9.0
9. Birmingham, Ala.	29	34	39	2.9	9.7
10. San Diego, Calif.	72	49	48	5.0	17.2
Group IV (350,000 to 500,000)					
1. Indianapolis, Ind.	26	32	34	1.4	6.8
2. Denver, Colo.	33	30	30	1.9	8.3
3. Portland, Ore.	33	35	33	1.9	9.6
4. Memphis, Tenn.	25	22	33	2.1	6.1
5. Kansas City, Mo.	31	28	31	2.3	8.1
All cities in this group				2.4	9.7
6. San Antonio, Tex.	42	47	43	2.5	11.1
7. Columbus, Ohio	40	44	33	2.7	10.2
8. Oakland, Calif.	35	40	46	2.8	10.9
9. Birmingham, Ala.	29	34	39	2.9	9.7
10. Louisville, Ky.	41	26	53	3.0	12.5
11. Atlanta, Ga.	59	62	48	3.9	14.4
Group V (200,000 to 350,000)					
1. Wichita, Kan.	12	14	11	1.1	6.4
2. Flint, Mich.	11	12	18	1.3	6.1
3. Toledo, Ohio	18	25	20	1.4	6.4
4. Grand Rapids, Mich.	15	15	19	1.6	8.5
5. Rochester, N. Y.	19	18	9	1.6	6.5
6. Dayton, Ohio	20	22	22	1.7	8.1
7. Oklahoma City, Okla.	21	18	14	1.7	8.8
8. Fort Worth, Tex.	25	28	43	1.8	9.1
9. Miami, Fla.	35	28	29	1.8	16.2
10. St. Paul, Minn.	24	28	21	2.0	9.2
11. Omaha, Neb.	19	23	24	2.0	8.2
All cities in this group				2.0	9.3
12. Worcester, Mass.	10	10	13	2.1	5.9
13. Richmond, Va.	22	17	28	2.4	11.1
14. Long Beach, Calif.	27	47	29	2.4	9.6
15. Norfolk, Va.	18	8	14	2.4	7.4
16. Tampa, Fla.	24	19	30	2.4	10.7
17. Akron, Ohio	35	47	30	3.3	13.7
18. Jacksonville, Fla.	34	14	14	4.9	16.3
Group VI (100,000 to 200,000)					
1. Hartford, Conn.	2	3	7	0.4	1.3
2. Lincoln, Neb.	2	3	9	0.5	2.0
3. Amarillo, Tex.	2	6	10	0.5	2.4
4. Bridgeport, Conn.	3	12	10	0.6	2.1
5. Yonkers, N. Y.	3	5	8	0.7	2.0
6. Rockford, Ill.	4	10	4	0.7	4.0
7. Arlington, Va.	4	6	9	0.8	3.0
8. Kansas City, Kan.	5	8	4	0.9	4.6
9. Glendale, Calif.	4	10	12	0.9	4.2
10. New Haven, Conn.	4	9	8	0.9	2.9
11. Erie, Pa.	5	10	7	0.9	4.4
12. Fort Wayne, Ind.	6	9	10	0.9	4.9
13. Savannah, Ga.	4	11	10	1.0	3.7
14. Fresno, Calif.	8	14	6	1.0	7.8
15. Austin, Tex.	6	8	12	1.1	4.4
16. Montgomery, Ala.	5	1	5	1.1	5.2
17. Canton, Ohio	6	10	12	1.1	5.8
18. Jackson, Miss.	5	6	7	1.1	5.1
19. Saginaw, Mich.	5	11	10	1.1	5.5
20. Evansville, Ind.	6	10	11	1.2	4.3
21. Shreveport, La.	7	11	17	1.2	5.4
22. Sacramento, Calif.	10	11	19	1.2	7.6
23. Lansing, Mich.	6	7	4	1.3	6.4
24. Peoria, Ill.	6	8	5	1.3	6.3
25. Allentown, Pa.	5	5	4	1.3	5.4
26. Berkeley, Calif.	5	5	10	1.3	5.1
27. Trenton, N. J.	6	7	6	1.3	5.6
28. Utica, N. Y.	4	5	0	1.4	4.5
29. Waterbury, Conn.	4	4	5	1.4	4.2
30. Madison, Wis.	6	5	3	1.4	6.5
31. South Bend, Ind.	8	7	9	1.5	7.3
32. Wilmington, Del.	8	6	4	1.5	8.7
33. Tacoma, Wash.	10	13	11	1.6	7.6
34. Waco, Tex.	6	8	11	1.6	7.1
35. Knoxville, Tenn.	8	7	8	1.6	7.7
36. Niagara Falls, N. Y.	5	4	14	1.6	5.9
37. Youngstown, Ohio	11	16	10	1.6	7.1
All cities in this group				1.6	7.5
38. Lubbock, Tex.	7	1	4	1.7	8.0
39. Salt Lake City, Utah	15	11	19	1.8	9.4
40. Pasadena, Calif.	10	18	13	1.9	10.5
41. Phoenix, Ariz.	25	11	20	1.9	18.8
42. Reading, Pa.	7	10	2	1.9	7.4
43. Gary, Ind.	12	16	19	2.0	8.3
44. Des Moines, Iowa	15	12	7	2.0	9.8
45. Corpus Christi, Tex.	12	13	15	2.1	9.9
46. Spokane, Wash.	15	16	20	2.1	9.6
47. Roanoke, Va.	8	8	3	2.3	9.5
48. Little Rock, Ark.	10	7	13	2.3	11.2
49. Springfield, Mass.	12	6	16	2.4	8.7
50. San Jose, Calif.	18	17	22	2.4	16.9
51. Nashville, Tenn.	21	10	24	2.5	14.5
52. Elizabeth, N. J.	8	11	11	2.6	8.2
53. Baton Rouge, La.	15	5	8	2.6	12.6
54. Albuquerque, N. M.	18	16	5	2.9	12.7
55. Mobile, Ala.	16	19	23	3.0	11.0
56. Chattanooga, Tenn.	18	15	19	3.8	16.5
57. Duluth, Minn.	15	12	9	4.2	17.0
58. Hammond, Ind.	17	18	12	5.5	18.8
Group VII (50,000 to 100,000)					
1. Evanston, Ill.	0	3	3	0.0	0.0
2. Bethlehem, Pa.	0	6	8	0.0	0.0
3. Elmira, N. Y.	0	1	3	0.0	0.0
4. Dubuque, Iowa	0	2	2	0.0	0.0
5. Bloomfield, N. J.	0	4	2	0.0	0.0
6. Orlando, Fla.	1	4	5	0.2	1.3
7. Santa Ana, Calif.	1	6	6	0.3	1.7
8. Royal Oak, Mich.	1	6	5	0.3	1.7
9. Jackson, Mich.	1	4	5	0.3	2.0
10. Bay City, Mich.	1	3	4	0.4	2.0
11. Sioux Falls, S. Dak.	1	4	3	0.4	2.0
12. New Rochelle, N. Y.	1	1	4	0.5	1.7
13. Columbia, S. C.	2	10	6	0.5	2.5
14. Oak Park, Ill.	1	2	9	0.5	2.0
15. Pueblo, Colo.	2	6	2	0.6	2.9
16. Macon, Ga.	2	5	2	0.6	3.4
17. Alameda, Calif.	1	1	1	0.6	1.7
18. Medford, Mass.	1	4	6	0.6	1.8
19. Battle Creek, Mich.	2	6	0	0.6	4.4
20. Lancaster, Pa.	2	4	4	0.7	3.6
21. Lwr. Merion Twp., Pa.	1	3	3	0.7	2.1
22. Muskegon, Mich.	2	6	3	0.7	4.2
23. Racine, Wis.	2	1	3	0.7	2.9
24. Muncie, Ind.	2	3	7	0.7	3.7
25. W. Hartford, Conn.	1	1	3	0.7	2.1
26. Meriden, Conn.	1	4	5	0.7	2.3
27. Woonsocket, R. I.	1	4	2	0.7	2.4
28. Pensacola, Fla.	3	1	4	0.7	7.1
29. Davenport, Iowa	2	5	7	0.7	3.0
30. Fort Lauderdale, Fla.	4	4	7	0.7	7.6
31. Abilene, Tex.	2	2	2	0.7	3.9
32. Anderson, Ind.	2	3	3	0.8	4.8
33. Alexandria, Va.	3	5	5	0.8	4.1
34. Mansfield, Ohio	2	3	9	0.8	4.6
35. St. Joseph, Mo.	2	2	4	0.8	3.1
36. Aurora, Ill.	2	5	0	0.8	4.2
37. Tucson, Ariz.	6	11	11	0.9	10.3
38. Mount Vernon, N. Y.	2	1	2	0.9	3.2
39. Asheville, N. C.	2	7	2	0.9	4.5
40. Kenosha, Wis.	2	1	1	0.9	3.7
41. Pawtucket, R. I.	2	1	5	0.9	2.8
42. Greenville, S. C.	3	5	6	0.9	5.5
43. Springfield, Mo.	3	9	2	0.0	4.5
44. Kalamazoo, Mich.	4	4	8	0.9	6.4
45. St. Clair Shores, Mich.	2	0	5	1.0	3.8
46. Waukegan, Ill.	2	2	4	1.0	4.8
47. Schenectady, N. Y.	4	4	1	1.0	5.2
48. Johnstown, Pa.	3	5	1	1.0	5.6
49. Parma, Ohio	2	3	4	1.1	3.4
50. Colorado Spgs., Colo.	4	3	5	1.1	7.7
51. Warren, Ohio	3	5	5	1.1	5.8
52. Stamford, Conn.	3	3	4	1.2	4.1
53. Raleigh, N. C.	5	3	4	1.2	8.5
54. San Mateo, Calif.	3	3	8	1.3	5.5
55. Tuscaloosa, Ala.	2	2	4	1.3	4.2
56. Manchester, N. H.	3	2	6	1.3	4.1
57. Cedar Rapids, Iowa	4	5	4	1.3	6.1
58. Lynn, Mass.	3	0	2	1.3	3.6
59. W. Palm Beach, Fla.	4	3	9	1.3	9.4
60. Wichita Falls, Tex.	4	3	5	1.3	5.3
61. Hamilton, Ohio	4	3	4	1.3	6.7
62. Ann Arbor, Mich.	3	0	3	1.3	6.6
63. Huntington, W. Va.	4	6	12	1.3	5.6
64. Terre Haute, Ind.	4	2	9	1.4	6.6
65. Passaic, N. J.	2	3	3	1.4	4.2
66. Winston-Salem, N. C.	6	10	6	1.4	7.9
67. Covington, Ky.	3	5	6	1.5	5.6
68. Springfield, Ohio	5	3	3	1.5	6.8
69. Riverside, Calif.	5	11	12	1.5	7.9
70. Greenwich, Conn.	2	9	4	1.5	4.7
71. Reno, Nev.	4	2	1	1.5	9.2
72. Charleston, W. Va.	6	1	2	1.6	9.8
All cities in this group				1.6	7.4
73. Portsmouth, Va.	4	4	4	1.7	5.6
74. Richmond, Calif.	4	3	10	1.8	4.8
75. Beaumont, Tex.	7	11	6	1.8	8.9
76. San Leandro, Calif.	4	4	2	1.8	7.5
77. East Orange, N. J.	4	8	8	1.8	5.6
78. Pittsfield, Mass.	3	2	2	1.8	6.5
79. Lake Charles, La.	5	3	2	1.9	10.7
80. Fullerton, Calif.	3	4	9	1.9	7.1
81. Green Bay, Wis.	5	5	7	1.9	10.9
82. Augusta, Ga.	5	2	6	1.9	8.1
83. Stockton, Calif.	10	14	8	1.9	15.7
84. Waterloo, Iowa	5	4	4	2.0	8.6
85. Burbank, Calif.	8	3	3	2.0	10.5
86. Hayward, Calif.	6	5	6	2.0	13.1
87. Lincoln Park, Mich.	3	7	5	2.1	6.7
88. East Chicago, Ind.	3	5	7	2.1	6.2
89. Durham, N. C.	6	5	3	2.1	10.1
90. Waltham, Mass.	3	2	5	2.2	7.2
91. Lorain, Ohio	5	4	4	2.2	9.9
92. Joliet, Ill.	7	5	8	2.2	13.9
93. Columbus, Ga.	7	3	2	2.3	9.4
94. Council Bluffs, Iowa	4	1	4	2.3	9.1
95. New Britain, Conn.	5	2	1	2.3	6.9
96. Newton, Mass.	7	7	3	2.3	9.7
97. Topeka, Kan.	10	6	5	2.3	14.5
98. Gadsden, Ala.	3	4	3	2.3	5.6
99. Lakewood, Ohio	5	2	4	2.3	9.0
100. Charleston, S. C.	4	2	4	2.4	6.8
101. Santa Barbara, Calif.	7	2	1	2.5	15.1
102. Wilkes-Barre, Pa.	6	3	2	2.6	9.4
103. Sioux City, Iowa	7	8	10	2.6	9.5
104. Portland, Maine	6	6	11	2.6	8.9
105. Miami Beach, Fla.	7	6	3	2.7	16.5
106. Pomona, Calif.	7	5	2	3.0	13.5
107. Euclid, Ohio	5	3	5	3.0	9.8
108. West Allis, Wis.	5	3	2	3.0	9.5
109. Wheeling, W. Va.	6	7	4	3.1	12.2
110. Pontiac, Mich.	14	3	6	3.1	20.1
111. Santa Monica, Calif.	8	10	8	3.2	12.6
112. Brookline, Mass.	5	2	2	3.4	10.5

	Ten Months 1958	1957	1956	1958 Reg. Rate	1958 Pop. Rate
113. Decatur, Ill.	12	6	5	3.4	18.3
114. Compton, Calif.	10	8	5	3.4	18.8
115. San Bernardino, Calif.	15	13	11	3.5	21.7
116. Brockton, Mass.	7	5	2	3.8	13.4
117. Greensboro, N. C.	16	9	4	4.0	23.6
118. Norwalk, Conn.	**6**	**9**	**6**	**5.1**	**11.8**
119. Fort Smith, Ark.	10	10	4	5.4	20.0
120. Lynchburg, Va.	11	5	3	6.8	24.8
121. Hampton, Va.	15	8	10	7.4	22.4
122. Atlantic City, N. J.	8	4	10	7.7	15.6
123. Warren, Mich.	6	6	4	14.0	11.3
Group VIII (25,000 to 50,000)					
1. Whittier, Calif.	**0**	**2**	**1**	**0.0**	**0.0**
2. Boise, Idaho	**0**	**1**	**3**	**0.0**	**0.0**
3. Birmingham, Mich.	**0**	**3**	**0**	**0.0**	**0.0**
4. Palo Alto, Calif.	**0**	**3**	**5**	**0.0**	**0.0**
5. Kettering, Ohio	**0**	**5**	**2**	**0.0**	**0.0**
6. Casper, Wyo.	**0**	**1**	**2**	**0.0**	**0.0**
7. East Detroit, Mich.	**0**	**3**	**3**	**0.0**	**0.0**
8. Appleton, Wis.	**0**	**1**	**2**	**0.0**	**0.0**
9. Sheboygan, Wis.	**0**	**3**	**2**	**0.0**	**0.0**
10. Bloomington, Ind.	0	0	0	0.0	0.0
11. South Euclid, Ohio	**0**	**1**	**1**	**0.0**	**0.0**
12. Arlington, Mass.	**0**	**1**	**1**	**0.0**	**0.0**
13. Mishawaka, Ind.	**0**	**4**	**1**	**0.0**	**0.0**
14. Rome, N. Y.	0	0	0	0.0	0.0
15. Monrovia, Calif.	**0**	**2**	**4**	**0.0**	**0.0**
16. Norwich, Conn.	**0**	**1**	**4**	**0.0**	**0.0**
17. Manhattan Bch., Calif.	**0**	**1**	**4**	**0.0**	**0.0**
18. Fairmont, W. Va.	**0**	**4**	**0**	**0.0**	**0.0**
19. St. Louis Pk., Minn.	**0**	**2**	**1**	**0.0**	**0.0**
20. Oak Park, Mich.	**0**	**2**	**2**	**0.0**	**0.0**
21. Burlington, Vt.	0	0	2	0.0	0.0
22. Minot, N. D.	**0**	**2**	**1**	**0.0**	**0.0**
23. Webster Groves, Mo.	**0**	**2**	**0**	**0.0**	**0.0**
24. Grand Forks, N. D.	**0**	**1**	**2**	**0.0**	**0.0**
25. Denton, Tex.	0	0	3	0.0	0.0
26. Urbana, Ill.	**0**	**1**	**1**	**0.0**	**0.0**
27. Maple Heights, Ohio	**0**	**1**	**3**	**0.0**	**0.0**
28. Park Forest, Ill.	**0**	**1**	**1**	**0.0**	**0.0**
29. Tyler, Tex.	**1**	**5**	**3**	**0.4**	**2.6**
30. Lafayette, Ind.	1	1	0	0.5	3.0
31. Everett, Wash.	**1**	**3**	**1**	**0.5**	**3.4**
32. Cheyenne, Wyo.	**1**	**2**	**0**	**0.5**	**2.9**
33. Easton, Pa.	**1**	**2**	**3**	**0.6**	**3.0**
34. Hutchinson, Kan.	1	1	2	0.6	3.3
35. Beverly Hills, Calif.	**1**	**3**	**3**	**0.6**	**3.9**
36. Owensboro, Ky.	**1**	**2**	**4**	**0.6**	**3.1**
37. Zanesville, Ohio	1	1	4	0.6	2.7
38. Parkersburg, W. Va.	1	1	4	0.6	3.8
39. Richmond, Ind.	1	0	1	0.6	3.0
40. Las Vegas, Nev.	2	1	1	0.6	5.4
41. Aurora, Colo.	1	1	0	0.6	4.8
42. Enid, Okla.	1	0	1	0.6	3.2
43. Odessa, Tex.	**2**	**4**	**1**	**0.7**	**5.4**
44. Burlington, N. C.	**1**	**2**	**0**	**0.7**	**4.8**
45. East Cleveland, Ohio	**1**	**2**	**1**	**0.7**	**3.0**
46. Chicopee, Mass.	**1**	**3**	**3**	**0.7**	**2.4**
47. Wausau, Wis.	1	0	1	0.7	3.8
48. Granite City, Ill.	1	1	5	0.8	3.2
49. Maywood, Ill.	1	1	2	0.8	4.4
50. Bloomington, Ill.	**1**	**4**	**0**	**0.8**	**3.3**
51. Jackson, Tenn.	1	0	0	0.8	3.6
52. Billings, Mont.	2	0	1	0.8	6.2
53. Redwood City, Calif.	**2**	**6**	**10**	**0.9**	**6.2**
54. Fitchburg, Mass.	1	1	2	0.9	2.8
55. New Kensington, Pa.	1	0	1	0.9	4.8
56. Wyandotte, Mich.	**2**	**6**	**2**	**0.9**	**4.8**
57. White Plains, N. Y.	2	2	6	0.9	4.8
58. Petersburg, Va.	**1**	**2**	**5**	**0.9**	**3.4**
59. Torrington, Conn.	1	1	0	0.9	3.9
60. Spartanburg, S. C.	2	0	2	1.0	5.8
61. Florence, S. C.	**1**	**3**	**0**	**1.0**	**4.2**
62. Greenville, Miss.	1	0	2	1.0	3.5
63. Milford, Conn.	**1**	**3**	**1**	**1.0**	**3.1**
64. Rahway, N. J.	1	1	2	1.0	4.5
65. Freeport, Ill.	1	1	2	1.0	4.7
66. Richfield, Minn.	1	0	0	1.0	3.4
67. Pouchkeepsie, N. Y.	**2**	**3**	**1**	**1.0**	**5.9**
68. Superior, Wis.	**1**	**5**	**3**	**1.0**	**3.4**
69. Bristol, Conn.	1	1	4	1.1	2.6
70. Richland, Wash.	1	0	1	1.1	4.6
71. Yakima, Wash.	3	1	2	1.1	8.2
72. Winona, Minn.	1	0	6	1.1	4.8
73. Plainfield, N. J.	2	1	1	1.2	5.1
74. Port Huron, Mich.	2	2	2	1.2	6.2
75. Mt. Clemens, Mich.	2	2	0	1.2	9.4
76. Culver City, Calif.	2	1	2	1.2	7.6
77. Wauwatosa, Wis.	**2**	**4**	**2**	**1.2**	**5.2**
78. Rome, Ga.	2	1	3	1.3	7.5
79. Mt. Lebanon, Pa.	1	1	0	1.3	3.5
80. Bellingham, Wash.	2	1	4	1.3	6.5
81. Newburgh, N. Y.	2	1	2	1.3	7.1
82. Oshkosh, Wis.	**2**	**4**	**1**	**1.3**	**5.5**
83. Rapid City, S. D.	**2**	**4**	**3**	**1.3**	**6.0**
84. Benton Harbor, Mich.	2	0	1	1.3	9.4
85. Champaign, Ill.	**2**	**3**	**4**	**1.3**	**4.9**
86. Midland, Tex.	**3**	**4**	**2**	**1.4**	**9.9**
87. Lawton, Okla.	**2**	**3**	**5**	**1.4**	**6.2**

	Ten Months 1958	1957	1956	1958 Reg. Rate	1958 Pop. Rate
88. Rochester, Minn.	**2**	**2**	**0**	**1.4**	**7.7**
89. Elkhart, Ind.	**3**	**5**	**0**	**1.4**	**9.3**
90. Oxnard, Calif.	2	1	10	1.4	7.0
91. Beloit, Wis.	**2**	**4**	**0**	**1.4**	**7.5**
92. Annapolis, Md.	1	0	1	1.4	5.6
93. Eau Claire, Wis.	2	0	1	1.4	6.6
94. Portsmouth, Ohio	2	2	8	1.4	6.0
95. Roseville, Mich.	**2**	**6**	**2**	**1.5**	**5.7**
96. Stratford, Conn.	**2**	**6**	**0**	**1.5**	**5.4**
97. Galesburg, Ill.	2	0	1	1.5	7.1
98. Ontario, Calif.	**3**	**4**	**0**	**1.5**	**8.6**
All cities in this group				1.5	7.4
99. Kokomo, Ind.	3	0	1	1.6	7.9
100. Janesville, Wis.	2	1	0	1.6	7.5
101. Manchester, Conn.	**2**	**8**	**9**	**1.6**	**6.0**
102. Hamden, Conn.	2	1	3	1.6	6.3
103. Findlay, Ohio	2	1	2	1.6	8.5
104. Wetstfield, N. J.	2	1	3	1.6	9.3
105. Kingston, N. Y.	2	1	0	1.6	7.9
106. West Haven, Conn.	2	1	5	1.6	6.5
107. Elyria, Ohio	3	2	1	1.7	9.6
108. Burlington, Iowa	**2**	**4**	**2**	**1.7**	**7.8**
109. Wilmington, N. C.	**3**	**4**	**5**	**1.7**	**7.9**
110. Chicago Heights, Ill.	2	1	1	1.7	8.3
111. Fond du Lac, Wis.	2	0	1	1.7	7.2
112. Vallejo, Calif.	3	1	3	1.7	8.2
113. Walla Walla, Wash.	2	0	1	1.7	9.4
114. Lockport, N. Y.	**2**	**3**	**2**	**1.8**	**9.2**
115. Fair Lawn, N. J.	2	0	0	1.8	8.7
116. St. Cloud, Minn.	2	1	3	1.8	7.4
117. Rock Hill, S. C.	2	1	1	1.8	7.2
118. Vancouver, Wash.	**4**	**8**	**3**	**1.8**	**11.4**
119. Kearny, N. J.	2	2	4	1.8	6.0
120. High Point, N. C.	4	2	2	1.8	10.9
121. Hazel Park, Mich.	2	0	2	1.8	9.0
122. Allen Park, Mich.	2	1	1	1.8	6.0
123. La Crosse, Wis.	3	2	4	1.8	7.5
124. Hackensack, N. J.	2	1	2	1.9	7.5
125. Provo, Utah	**2**	**3**	**4**	**1.9**	**7.3**
126. Bangor, Maine	2	1	2	1.9	6.0
127. Ventura, Calif.	3	2	3	1.9	13.9
128. University City, Mo.	3	3	0	1.9	7.5
129. Modesto, Calif.	6	4	5	1.9	21.3
130. Cuyahoga Falls, Ohio	3	0	4	1.9	7.3
131. Redlands, Calif.	**2**	**9**	**2**	**1.9**	**9.3**
132. Hamtramck, Mich.	3	2	4	2.1	7.8
133. Sumter, S. C.	2	0	0	2.1	9.5
134. Clearwater, Fla.	**4**	**7**	**5**	**2.1**	**16.5**
135. Fargo, N. D.	3	0	0	2.1	8.8
136. Great Falls, Mont.	4	0	2	2.1	10.3
137. Daytona Beach, Fla.	3	2	3	2.1	9.9
138. Elgin, Ill.	4	3	5	2.2	10.0
139. Elmhurst, Ill.	3	1	0	2.2	10.4
140. Gainesville, Fla.	3	1	1	2.2	11.5
141. Danbury, Conn.	**3**	**4**	**3**	**2.3**	**8.5**
142. Steubenville, Ohio	3	3	1	2.3	9.3
143. Quincy, Ill.	**4**	**5**	**7**	**2.4**	**11.2**
144. Rock Island, Ill.	4	0	7	2.4	9.7
145. Highland Pk., Mich.	**4**	**5**	**4**	**2.5**	**10.3**
146. Tallahassee, Fla.	5	1	0	2.5	15.7
147. Baldwin Park, Calif.	3	1	0	2.6	11.1
148. Mason City, Iowa	3	0	1	2.6	12.3
149. Livonia, Mich.	**4**	**8**	**7**	**2.6**	**9.8**
150. Manitowoc, Wis.	3	2	0	2.6	12.0
151. East Lansing, Mich.	2	0	0	2.7	9.6
152. National City, Calif.	3	0	1	2.8	11.3
153. East Hartford, Conn.	**4**	**5**	**2**	**2.9**	**12.8**
154. Middletown, Ohio	**5**	**7**	**3**	**2.9**	**13.8**
155. Newark, Ohio	5	5	2	2.9	15.0
156. Pasadena, Tex.	5	1	0	3.0	12.6
157. Michigan City, Ind.	4	4	1	3.0	15.1
158. Marion, Ohio	5	2	0	3.3	15.4
159. Mountain View, Calif.	**4**	**5**	**1**	**3.3**	**18.5**
160. Danville, Va.	5	5	4	3.3	12.1
161. West Orange, N. J.	4	1	2	3.3	14.0
162. Concord, N. H.	3	0	1	3.4	12.1
163. Revere, Mass.	**3**	**7**	**4**	**3.5**	**9.1**
164. West Covina, Calif.	**4**	**5**	**3**	**3.6**	**10.7**
165. Moline, Ill.	6	4	4	3.7	18.4
166. Warwick, R. I.	6	5	6	4.0	16.7
167. New London, Conn.	4	0	6	4.0	15.4
168. Linden, N. J.	5	2	2	4.0	16.4
169. Temple, Tex.	**4**	**6**	**5**	**4.2**	**15.9**
170. Wallingford, Conn.	3	2	4	4.3	13.7
171. Sandusky, Ohio	6	4	2	4.5	20.9
172. Middletown, Conn.	4	3	4	4.6	15.5
173. Coral Gables, Fla.	7	3	6	4.6	28.8
174. Vineland, N. J.	6	3	10	4.7	21.8
175. Teaneck, N. J.	5	1	1	4.8	15.7
176. Newport News, Va.	6	4	1	4.8	16.4
177. Pocatello, Idaho	7	4	1	4.8	31.0
178. Shaker Heights, Ohio	5	0	1	4.9	18.0
179. Fairfield, Conn.	6	4	3	5.6	17.4
180. Barberton, Ohio	8	4	2	5.9	27.0
181. Groton, Conn.	4	2	5	9.9	17.6
Group IX (10,000 to 25,000)					
1. Kingsport, Tenn.	0	0	0	0.0	0.0
2. Medford, Ore.	**0**	**3**	**0**	**0.0**	**0.0**
3. Klamath Falls, Ore.	**0**	**4**	**1**	**0.0**	**0.0**

	Ten Months 1958	1957	1956	1958 Reg. Rate	1958 Pop. Rate
4. Boulder, Colo.	**0**	**2**	**1**	**0.0**	**0.0**
5. Greeley, Colo.	**0**	**4**	**2**	**0.0**	**0.0**
6. Waukesha, Wis.	0	0	3	0.0	0.0
7. Ponca City, Okla.	**0**	**3**	**2**	**0.0**	**0.0**
8. Bell, Calif.	**0**	**1**	**2**	**0.0**	**0.0**
9. Morristown, N. J.	**0**	**1**	**0**	**0.0**	**0.0**
10. Fremont, Ohio	0	0	4	0.0	0.0
11. Kenmore, N. Y.	**0**	**1**	**0**	**0.0**	**0.0**
12. La Grange, Ill.	0	0	0	0.0	0.0
13. Floral Park, N. Y.	0	0	0	0.0	0.0
14. Plainview, Tex.	0	0	0	0.0	0.0
15. Meadville, Pa.	0	0	1	0.0	0.0
16. Traverse City, Mich.	**0**	**2**	**2**	**0.0**	**0.0**
17. Manhattan, Kan.	**0**	**2**	**2**	**0.0**	**0.0**
18. Tiffin, Ohio	**0**	**1**	**0**	**0.0**	**0.0**
19. Frederick, Md.	0	0	0	0.0	0.0
20. Edina, Minn.	**0**	**2**	**1**	**0.0**	**0.0**
21. Sedalia, Mo.	0	0	0	0.0	0.0
22. Hibbing, Minn.	0	0	0	0.0	0.0
23. Peru, Ind.	0	0	1	0.0	0.0
24. East Haven, Conn.	**0**	**1**	**0**	**0.0**	**0.0**
25. Hanford, Calif.	0	0	0	0.0	0.0
26. North Platte, Neb.	0	0	0	0.0	0.0
27. Bristol, Pa.	0	0	0	0.0	0.0
28. Griffin, Ga.	0	0	0	0.0	0.0
29. Pittsburg, Kan.	0	0	1	0.0	0.0
30. Muscantine, Iowa	**0**	**2**	**3**	**0.0**	**0.0**
31. Frankfort, Ind.	0	0	0	0.0	0.0
32. Reidsville, N. C.	**0**	**2**	**0**	**0.0**	**0.0**
33. Streator, Ill.	**0**	**1**	**0**	**0.0**	**0.0**
34. Woodland, Calif.	**0**	**1**	**1**	**0.0**	**0.0**
35. Wisconsin Rpds., Wis.	0	0	0	0.0	0.0
36. Martinsburg, W. Va.	**0**	**4**	**1**	**0.0**	**0.0**
37. Bedford, Ind.	**0**	**1**	**0**	**0.0**	**0.0**
38. Cranford, N. J.	**0**	**1**	**0**	**0.0**	**0.0**
39. Albert Lea, Minn.	**0**	**3**	**0**	**0.0**	**0.0**
40. Cape Girardeau, Mo.	0	0	1	0.0	0.0
41. Emporia, Kan.	0	0	0	0.0	0.0
42. Sterling, Ill.	0	0	1	0.0	0.0
43. Port Angeles, Wash.	**0**	**1**	**0**	**0.0**	**0.0**
44. Berkley, Mich.	**0**	**5**	**0**	**0.0**	**0.0**
45. Alpena, Mich.	**0**	**2**	**2**	**0.0**	**0.0**
46. Defiance, Ohio	0	0	1	0.0	0.0
47. Plymouth, Mich.	**0**	**1**	**1**	**0.0**	**0.0**
48. Pittsburg, Calif.	0	0	1	0.0	0.0
49. El Dorado, Kan.	**0**	**3**	**0**	**0.0**	**0.0**
50. Greenwood, Miss.	**0**	**1**	**0**	**0.0**	**0.0**
51. Arkansas City, Kan.	**0**	**1**	**1**	**0.0**	**0.0**
52. Suffolk, Va.	**0**	**1**	**1**	**0.0**	**0.0**
53. Cedar Falls, Iowa	**0**	**1**	**1**	**0.0**	**0.0**
54. Brainerd, Minn.	**0**	**1**	**0**	**0.0**	**0.0**
55. Niles, Ohio	**0**	**1**	**2**	**0.0**	**0.0**
56. North Miami, Fla.	**0**	**1**	**2**	**0.0**	**0.0**
57. Stevens Point, Wis.	0	0	2	0.0	0.0
58. Muskegon Hts., Mich.	**0**	**2**	**3**	**0.0**	**0.0**
59. Canton, Ill.	0	0	0	0.0	0.0
60. Owatonna, Minn.	0	0	0	0.0	0.0
61. Marquette, Mich.	0	0	0	0.0	0.0
62. The Dalles, Ore.	**0**	**1**	**0**	**0.0**	**0.0**
63. Norfolk, Neb.	0	0	0	0.0	0.0
64. Boone, Iowa	**0**	**1**	**1**	**0.0**	**0.0**
65. Rocky River, Ohio	0	0	0	0.0	0.0
66. North Adams, Mass.	0	0	1	0.0	0.0
67. East Moline, Ill.	0	0	0	0.0	0.0
68. Fergus Falls, Minn.	0	0	0	0.0	0.0
69. So. Milwaukee, Wis.	**0**	**3**	**1**	**0.0**	**0.0**
70. Lamesa, Tex.	0	0	1	0.0	0.0
71. Tempe, Ariz.	**0**	**2**	**2**	**0.0**	**0.0**
72. Winfield, Kan.	0	0	0	0.0	0.0
73. Naugatuck, Conn.	**0**	**2**	**0**	**0.0**	**0.0**
74. Mamaroneck, N. Y.	0	0	2	0.0	0.0
75. St. Joseph, Mich.	0	0	0	0.0	0.0
76. Hawthorne, N. J.	**0**	**3**	**0**	**0.0**	**0.0**
77. Villa Park, Ill.	0	0	1	0.0	0.0
78. Conneaut, Ohio	0	0	0	0.0	0.0
79. Garden City, Kan.	0	0	2	0.0	0.0
80. Livermore, Calif.	**0**	**2**	**0**	**0.0**	**0.0**
81. Escanaba, Mich.	**0**	**1**	**3**	**0.0**	**0.0**
82. Beaver Dam, Wis.	**0**	**1**	**1**	**0.0**	**0.0**
83. State College, Pa.	0	0	0	0.0	0.0
84. Virginia, Minn.	0	0	1	0.0	0.0
85. Ansonia, Conn.	**0**	**1**	**0**	**0.0**	**0.0**
86. Van Wert, Ohio	0	0	0	0.0	0.0
87. Du Bois, Pa.	0	0	1	0.0	0.0
88. Darien, Conn.	0	0	1	0.0	0.0
89. River Rouge, Mich.	0	0	3	0.0	0.0
90. Mansfield, Conn.	**0**	**1**	**1**	**0.0**	**0.0**
91. Hays, Kan.	0	0	0	0.0	0.0
92. Grosse Pt. Wds., Mich.	**0**	**1**	**0**	**0.0**	**0.0**
93. Menasha, Wis.	0	0	0	0.0	0.0
94. Bellefontaine, Ohio	**0**	**1**	**0**	**0.0**	**0.0**
95. University Hts., Ohio	0	0	1	0.0	0.0
96. Los Alamos, N. M.	**0**	**1**	**0**	**0.0**	**0.0**
97. Ecorse, Mich.	**0**	**2**	**0**	**0.0**	**0.0**
98. Hornell, N. Y.	0	0	0	0.0	0.0
99. Charles City, Iowa	**0**	**1**	**0**	**0.0**	**0.0**
100. River Forest, Ill.	**0**	**1**	**1**	**0.0**	**0.0**
101. Bemidji, Minn.	0	0	0	0.0	0.0
102. Cadillac, Mich.	0	0	0	0.0	0.0
103. Grosse Pte. Pk., Mich.	**0**	**2**	**1**	**0.0**	**0.0**
104. Ironwood, Mich.	0	1	1	0.0	0.0

	Ten Months 1958	1957	1956	1958 Reg. Rate	1958 Pop. Rate
105. Two Rivers, Wis.	0	0	0	0.0	0.0
106. Pacific Grove, Calif.	0	0	0	0.0	0.0
107. La Salle, Ill.	0	0	0	0.0	0.0
108. Branford, Conn.	**0**	**1**	**1**	**0.0**	**0.0**
109. Moscow, Idaho	0	0	0	0.0	0.0
110. Ridgefield Pk., N. J.	**0**	**2**	**0**	**0.0**	**0.0**
111. Webster, Mass.	0	0	0	0.0	0.0
112. La Grange Park, Ill.	0	0	1	0.0	0.0
113. Killingly, Conn.	**0**	**4**	**2**	**0.0**	**0.0**
114. Donora, Pa.	0	0	1	0.0	0.0
115. Watertown, Conn.	**0**	**1**	**0**	**0.0**	**0.0**
116. Stonington, Conn.	**0**	**2**	**4**	**0.0**	**0.0**
117. Enfield, Conn.	**0**	**2**	**4**	**0.0**	**0.0**
118. Hollywood, Fla.	**1**	**3**	**1**	**0.6**	**5.3**
119. Covina, Calif.	1	1	1	0.6	7.1
120. Englewood, Colo.	1	0	0	0.6	5.3
121. Butler, Pa.	**1**	**3**	**0**	**0.7**	**4.9**
122. Ypsilanti, Mich.	**1**	**2**	**1**	**0.7**	**5.2**
123. Wayne, Mich.	1	1	0	0.7	6.0
124. Fort Myers, Fla.	1	0	1	0.7	6.8
125. Salisbury, N. C.	**1**	**5**	**1**	**0.8**	**5.7**
126. La Mesa, Calif.	**1**	**2**	**2**	**0.8**	**5.1**
127. Lodi, Calif.	1	0	2	0.9	6.0
128. Niles, Mich.	**1**	**3**	**1**	**0.9**	**6.6**
129. Uniontown, Pa.	1	0	1	0.9	5.7
130. Lawrence, Kan.	**1**	**2**	**0**	**0.9**	**5.1**
131. Kinston, N. C.	1	0	1	1.0	5.3
132. Sherman, Tex.	**1**	**3**	**0**	**1.0**	**5.4**
133. Endicott, N. Y.	1	0	1	1.0	6.1
134. Whitefish Bay, Wis.	1	0	0	1.0	6.5
135. Carlsbad, N. M.	**1**	**2**	**2**	**1.0**	**6.1**
136. Renton, Wash.	1	1	0	1.1	7.1
137. Wooster, Ohio	1	1	1	1.1	7.1
138. Great Bend, Kan.	1	0	2	1.1	7.4
139. Bismarck, N. D.	1	0	0	1.1	5.4
140. Borger, Tex.	**1**	**2**	**1**	**1.1**	**6.6**
141. Ames, Iowa	1	0	1	1.1	5.1
142. Port Chester, N. Y.	1	0	3	1.1	4.9
143. Owosso, Mich.	**1**	**3**	**2**	**1.1**	**6.0**
144. Goshen, Ind.	1	0	1	1.1	9.1
145. Jeffersonville, Ind.	1	0	0	1.1	6.1
146. Monterey, Calif.	**1**	**3**	**0**	**1.2**	**5.5**
147. Corvallis, Ore.	1	0	3	1.2	6.5
148. Valparaiso, Ind.	1	0	0	1.2	8.6
149. Caldwell, Idaho	1	1	0	1.2	10.3
150. Marietta, Ohio	1	1	0	1.2	6.9
151. Wheaton, Ill.	1	1	1	1.2	6.0
152. Highland Park, Ill.	1	0	1	1.2	5.1
153. Brownwood, Tex.	1	0	1	1.2	5.9
All cities in this group				1.2	6.3
154. Mt. Vernon, Ill.	1	0	1	1.3	7.7
155. Napa, Calif.	**2**	**10**	**3**	**1.3**	**15.3**
156. Johnson City, N. Y.	1	1	0	1.3	6.2
157. Hillside, N. J.	**1**	**2**	**0**	**1.3**	**5.7**
158. Madison Hts., Mich.	1	0	1	1.4	5.6
159. Highland Park, Tex.	1	0	0	1.4	9.8
160. St. Augustine, Fla.	**1**	**2**	**0**	**1.4**	**8.2**
161. New Bern, N. C.	**1**	**3**	**1**	**1.4**	**6.4**
162. Oswego, N. Y.	**1**	**2**	**0**	**1.4**	**5.3**
163. Henderson, N. C.	1	1	1	1.4	10.9
164. Monroe, N. C.	1	1	1	1.5	11.4
165. Elmwood Park, Ill.	1	0	1	1.5	5.2
166. McAlester, Okla.	**1**	**2**	**0**	**1.5**	**6.7**
167. Newton, Kan.	1	0	1	1.5	9.1
168. Antioch, Calif.	1	1	1	1.6	7.7
169. Brookfield, Ill.	1	1	0	1.6	6.0
170. Lake Worth, Fla.	**2**	**8**	**0**	**1.6**	**15.7**
171. Mt. Pleasant, Mich.	1	0	1	1.6	9.9
172. Pasco, Wash.	1	1	0	1.6	8.6
173. Grand Island, Neb.	2	1	2	1.6	9.6
174. Faribault, Minn.	1	0	1	1.6	7.5
175. Watertown, Wis.	**1**	**5**	**0**	**1.6**	**9.2**
176. Astoria, Ore.	1	1	2	1.6	9.8
177. Homewood, Ala.	2	1	0	1.7	13.3
178. Bristol, Va.	1	0	0	1.7	6.7
179. El Cerrito, Calif.	1	1	2	1.7	5.1
180. Wethersfield, Conn.	**1**	**4**	**2**	**1.7**	**7.0**
181. Shorewood, Wis.	2	1	0	1.8	14.8
182. Atchison, Kan.	1	0	1	1.8	9.4
183. Winnetka, Ill.	1	1	0	1.8	9.0
184. Albany, Calif.	**1**	**3**	**0**	**1.8**	**6.8**
185. Pampa, Tex.	2	2	1	1.8	12.6
186. Merced, Calif.	2	2	5	1.8	11.8
187. Gardner, Mass.	1	0	2	1.8	6.0
188. Hopewell, Va.	1	1	2	1.8	6.3
189. Prescott, Ariz.	**1**	**2**	**1**	**1.9**	**11.3**
190. Robbinsdale, Minn.	3	2	1	1.9	22.2
191. Bowling Green, Ohio	1	1	0	2.0	8.2
192. Vernon, Conn.	1	1	2	2.0	7.1
193. Albion, Mich.	1	0	2	2.0	10.0
194. Red Wing, Minn.	1	0	0	2.1	10.6
195. Marinette, Wis.	1	1	1	2.1	8.5
196. Cambridge, Md.	1	0	0	2.1	11.5
197. Westport, Conn.	2	2	4	2.2	14.1
198. Cudahy, Wis.	**1**	**4**	**0**	**2.3**	**9.5**
199. Huntington, Ind.	2	0	2	2.3	14.7
200. Ottawa, Ill.	2	2	1	2.4	12.3
201. Coffeyville, Kan.	2	2	0	2.4	13.7
202. Milford, Mass.	1	1	0	2.4	7.7
203. Bellaire, Ohio	1	1	1	2.4	9.8
204. Winchester, Conn.	1	1	0	2.4	10.1
205. Fort Thomas, Ky.	**1**	**2**	**1**	**2.5**	**8.8**
206. Aberdeen, S. D.	2	2	1	2.5	10.9
207. Wilmette, Ill.	2	1	3	2.5	9.7
208. Xenia, Ohio	2	1	3	2.5	14.5
209. Auburn, Mass.	**1**	**3**	**2**	**2.6**	**9.7**
210. Texarkana, Ark.	2	2	0	2.6	12.2
211. Connersville, Ind.	2	0	1	2.6	13.6
212. Longview, Wash.	3	0	0	2.7	15.5
213. Leominster, Mass.	2	2	1	2.7	9.7
214. Santa Cruz, Calif.	4	1	1	2.7	21.1
215. Statesville, N. C.	3	3	1	2.7	20.5
216. Stillwater, Okla.	2	1	0	2.7	11.9
217. Moorhead, Minn.	2	0	0	2.8	13.5
218. La Porte, Ind.	3	3	0	2.8	15.6
219. Derby, Conn.	1	1	0	2.8	10.8
220. Ashland, Wis.	1	0	1	2.9	11.3
221. Massena, N. Y.	2	2	1	2.9	15.0
222. Orange, Calif.	**3**	**4**	**3**	**3.0**	**16.9**
223. Ocala, Fla.	3	2	5	3.1	25.2
224. Corona, Calif.	2	2	1	3.2	18.9

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TRAFFIC DEATHS—STATE RECORDS

Deaths are reported by state traffic authorities.

All figures are preliminary. To insure proper comparisons, 1957 and 1956 figures cover the same reporting period as those for 1958.

Population Rate: U. S. population rate is the estimated annual number of deaths per 100,000 population, assuming that deaths for the rest of the year will follow the normal seasonal pattern. State population rate is the estimated annual number of deaths per 100,000 population, assuming that the monthly average of deaths will remain at the present average for the rest of the year. Population rates are based on July 1, 1958, population estimates, U. S. Bureau of the Census, Washington, D. C.

States shown in heavy type have improved in 1958 compared with 1957, or showed no change.

Mileage Rate: The number of deaths per 100 million vehicle miles of travel.

(Figures in parenthesis following the 1958 mileage rate indicate the number of months for which the mileage rate is calculated for each state.)

*Less than .5%.

	Months Reported	Deaths Identical Periods 1958	1957	1956	% Change 1957 to 1958	% Change 1956 to 1958	1958 Pop. Rate	1958 Mile. Rate	
TOTAL U.S.	10	29,770	31,220	32,167	— 5%	— 7%	21.1	5.1	(7)
Ala.	10	636	750	793	— 15%	— 20%	23.8	6.7	(7)
Ariz.	10	301	357	359	+ 10%	+ 9%	41.1	8.8	(8)
Ark.	10	355	395	391	— 10%	— 9%	24.1	5.8	(8)
Calif.	10	2,861	2,960	3,021	— 3%	— 5%	23.9	5.1	(7)
Colo.	10	325	303	354	+ 7%	— 8%	22.8	4.8	(6)
Conn.	10	193	224	242	— 14%	— 20%	10.0	2.2	(8)
Del.	10	74	75	72	— 1%	+ 3%	19.6	4.0	(7)
D. of C.	10	47	52	44	— 10%	+ 7%	6.8	2.3	(7)
Fla.	10	907	830	983	+ 8%	— 8%	24.5	5.6	(8)
Ga.	10	742	765	907	— 3%	— 18%	23.3	5.8	(7)
Idaho	10	228	169	214	+ 35%	+ 7%	41.4	7.9	(7)
Ill.	10	1,478	1,694	1,722	— 13%	— 14%	17.9	4.8	(6)
Ind.	10	854	947	970	— 12%	— 14%	21.8	4.5	(8)
Ia.	10	478	565	574	— 15%	— 17%	20.3	4.4	(7)
Kans.	10	458	449	550	+ 2%	— 17%	26.0	5.2	(7)
Ky.	10	641	647	604	— 1%	+ 6%	25.0	7.1	(7)
La.	10	638	636	719	+ *%	— 11%	24.6	7.5	(8)
Me.	10	157	112	132	+ 40%	+ 19%	19.7	4.4	(8)
Md.	10	402	467	443	— 14%	— 9%	16.3	4.7	(7)
Mass.	10	457	408	441	+ 12%	+ 4%	11.3	3.5	(7)
Mich.	10	1,046	1,202	1,401	— 13%	— 25%	16.0	4.1	(8)
Minn.	10	570	556	518	+ 3%	+ 10%	20.3	4.7	(7)
Miss.	10	428	403	430	+ 6%	— *%	23.5	6.5	(8)
Mo.	10	760	789	889	— 4%	— 15%	21.4	4.3	(6)
Mont.	10	163	161	217	+ 1%	— 25%	28.5	4.8	(7)
Neb.	10	279	242	251	+ 15%	+ 11%	23.0	4.9	(8)
Nev.	10	115	110	105	+ 5%	+ 10%	51.7	6.7	(6)
N. H.	10	77	80	84	— 4%	— 8%	15.8	3.4	(7)
N. J.	10	607	660	618	— 8%	— 2%	12.7	3.2	(7)
N. M.	10	328	357	317	— 8%	+ 3%	46.8	7.6	(7)
N. Y.	10	1,683	1,718	1,717	— 2%	— 2%	12.4	4.4	(7)
N. C.	10	848	871	886	— 3%	— 4%	22.4	5.6	(7)
N. D.	10	134	122	138	+ 10%	— 3%	24.8	5.0	(7)
Ohio	10	1,462	1,639	1,576	— 11%	— 7%	18.8	4.5	(8)
Okla.	10	559	579	555	— 3%	+ 1%	29.4	6.3	(5)
Ore.	10	359	355	338	+ 1%	+ 6%	24.3	5.3	(8)
Pa.	10	1,315	1,349	1,436	— 3%	— 8%	14.2	3.6	(7)
R. I.	10	64	67	52	— 4%	+ 23%	8.8	2.3	(8)
S. C.	10	465	593	578	— 22%	— 20%	23.2	6.2	(7)
S. D.	10	204	143	156	+ 43%	+ 31%	35.1	9.3	(8)
Tenn.	10	588	559	610	+ 5%	— 4%	20.4	5.4	(8)
Texas	10	1,858	2,030	2,079	— 8%	— 11%	23.8	4.8	(7)
Utah	10	161	176	182	— 9%	— 12%	22.3	4.7	(7)
Vt.	10	67	89	81	— 25%	— 17%	21.5	5.1	(7)
Va.	10	683	737	662	— 7%	+ 3%	20.8	5.1	(8)
Wash.	10	449	428	422	+ 5%	+ 6%	19.5	4.7	(7)
W. Va.	10	304	389	349	— 22%	— 13%	18.5	5.3	(7)
Wis.	10	670	744	788	— 10%	— 15%	20.4	5.1	(7)
Wyo.	10	119	133	144	— 11%	— 17%	44.7	6.6	(8)
CANADIAN PROVINCES									
Alta.	10	270	204	206	+ 32%	+ 31%	35.5	—	—
B. C.	8	163	147	179	+ 11%	— 9%	21.0	—	—
Man.	9	86	97	91	— 11%	— 5%	14.8	—	—
Sask.	9	104	86	70	+ 21%	+ 49%	16.7	—	—

	Ten Months 1958	1957	1956	1958 Reg. Rate	1958 Pop. Rate
225. Sweetwater, Tex.	2	1	1	3.2	17.6
226. Santa Paula, Calif.	2	0	2	3.3	19.7
227. Salinas, Calif.	5	3	3	3.4	28.4
228. South Orange, N. J.	2	0	0	3.4	14.8
229. Sault Ste. Marie, Mich.	2	2	1	3.4	12.2
230. Denison, Tex.	3	1	4	3.5	17.3
231. Brawley, Calif.	2	1	2	3.6	17.9
232. Las Cruces, N. M.	**3**	**5**	**1**	**4.1**	**22.2**
233. So. Portland, Maine	3	1	0	4.8	14.8
234. Attleboro, Mass.	3	0	0	4.9	14.5
235. Beacon, N. Y.	2	2	0	5.1	16.0
236. Logan, Utah	3	0	0	5.9	21.4
237. Bloomington, Minn.	6	1	2	6.2	57.1
238. Windsor, Conn.	3	2	3	6.7	21.6
239. Calumet City, Ill.	5	5	2	6.7	26.7
240. North Chicago, Ill.	3	2	4	6.8	20.0
241. Newport Beach, Calif.	5	2	3	7.1	28.3
242. Marshfield, Wis.	4	0	0	7.3	35.3
243. Stoughton, Mass.	3	1	0	7.4	26.1
244. Southington, Conn.	**3**	**4**	**4**	**7.8**	**21.3**
245. Windham, Conn.	5	2	4	8.9	32.8
246. Shelton, Conn.	5	1	1	9.3	36.1
CANADIAN CITIES					
Medicine Hat, Alta.	0	0	0	—	0.0
Red Deer, Alta.	0	0	1	—	0.0
Edmonton, Alta.	10	9	18	—	7.5
Hamilton, Ont.	14	20	19	—	8.1
Toronto, Ont.	96	91	52	—	8.3
Calgary, Alta.	10	7	9	—	9.3
Lethbridge, Alta.	2	5	0	—	10.5
Moatreal, Que.	97	118	99	—	11.4

Scheidt Elected Coordinators' President

Edward Scheidt of Raleigh, N. C., has been elected president of the Association of State and Provincial Safety Coordinators.

Mr. Scheidt, who is commissioner of the North Carolina motor vehicle department, succeeds R. C. Salisbury of Madison, safety division director of the Wisconsin motor vehicle department.

Other new officers are James R. Barrett of Albany, director of the police division of the New York State division of safety, first vice-president; Lt. Neil Boyd of Cheyenne, safety director of the Wyoming highway patrol, second vice-president, and Robert A. Campbell of Springfield, director of the Illinois division of traffic safety.

Named to the executive board were Paul E. Burke, director of the Maryland traffic safety commission, Baltimore; Nolen E. Puckett, executive director of the Tennessee safety council, Nashville; Russell I. Brown, Iowa public safety commissioner, Des Moines, and W. A. Huggins, executive secretary of the California governor's traffic safety committee, Sacramento. Paul H. Blaisdell, traffic safety director of the Association of Casualty and Surety Companies, New York City, was reelected executive secretary.

MOTOR VEHICLE DEATHS AND INJURIES, BY STATES 1958 and 1957

Forty-four states and the District of Columbia report their death and injury experience for eight months or less.

Injury totals and changes should be interpreted with some caution because of the effect of continuing changes in insurance laws and reporting requirements, efforts among many states to get more complete reporting, and increasing claims consciousness of those involved in accidents.

MOTOR-VEHICLE DEATHS AND INJURIES BY STATES 1957 and 1958

	Months Reported	Deaths†† 1958	Deaths†† 1957	Injuries†† 1958	Injuries†† 1957	% Change 1957 to 1958 Deaths	% Change 1957 to 1958 Injuries	1958 Ratio of Injuries to Deaths
TOTAL U.S.	**	19,566#	21,019#	830,560	809,252	— 7#	+ 3	42
Ala.	8	492	595	3,178†	3,321†	— 17	— 4	6
Ariz.	8	320	295	5,882	5,203	+ 8	+ 13	18
Ark.	8	261	318	2,243	1,977	— 18	+ 13	9
Calif.	8	2,241	2,324	87,760	89,011	— 4	— 1	39
Colo.	8	242	224	7,817	7,119	+ 8	+ 10	32
Conn.	8	135	181	13,781	13,492	— 25	+ 2	102
Del.	8	48	58	1,513	1,747	— 17	— 13	32
D. of C.	8	37	44	4,686	4,592	— 16	+ 2	127
Fla.	8	724	690	21,545	22,055	+ 5	— 2	30
Ga.	8	574	608	9,958	7,337	— 6	+ 36	17
Idaho								
Ill.	7	950	1,161	54,288	51,296	— 18	+ 6	57
Ind.	8	600	707	23,395	25,469	— 15	— 8	39
Ia.	8	365	444	12,591	13,935	— 18	— 10	34
Kan.	8	347	345	9,877	7,106	+ 1	+ 39	28
Ky.	8	477	502	9,573	9,215	— 5	+ 4	20
La.								
Maine	8	113	88	4,467	4,008	+ 28	+ 11	40
Md.	8	327	365	12,175	12,418	— 10	— 2	37
Mass.	7	320	242	51,044	49,026	+ 32	+ 4	160
Mich.	8	811	938	35,316	38,505	— 14	— 8	44
Minn.	8	453	409	16,474	15,060	+ 11	+ 9	36
Miss.	8	320	301	4,408	4,220	+ 6	+ 4	14
Mo.	8	579	616	7,283	7,825	— 6	— 7	13
Mont.	7	96	109	1,461	1,411	— 12	+ 4	15
Neb.	8	211	179	6,145	6,193	+ 18	— 1	29
Nev.								
N. H.	8	59	62	3,600	3,668	— 5	— 2	61
N. J.	4	211	254	17,059	16,833	— 17	+ 1	81
N. M.	8	254	295	3,426	3,148	— 14	+ 9	13
N. Y.	8	1,319	1,311	175,843	161,814	+ 1	+ 9	133
N. C.	7	522	578	11,068	10,241	— 10	+ 8	21
N. D.	8	96	81	1,799	1,579	+ 19	+ 14	19
Ohio	8	1,117	1,282	48,211	51,815	— 13	— 7	43
Okla.	8	427	442	9,529	8,944	— 3	+ 7	22
Ore.	8	264	268	10,838	10,495	— 1	+ 3	41
Pa.	6	673	753	40,657	39,820	— 11	+ 2	60
R. I.								
S. C.	8	350	468	6,657	7,031	— 25	— 5	19
S. D.	2	36	12	510	335	+200	+ 52	14
Tenn.	8	462	419	9,526	8,585	+ 10	+ 11	21
Tex.	8	1,444	1,607	41,089	40,737	— 10	+ 1	28
Utah	7	100	114	3,075	2,786	— 12	+ 10	31
Vt.	8	49	66	1,866	1,895	— 26	— 2	38
Va.	7	446	481	12,771	13,486	— 7	— 5	29
Wash.	8	337	310	17,631	16,052	+ 9	+ 10	52
W. Va.	8	216	306	4,647	5,014	— 29	— 7	22
Wis.	1	47	62	2,422	1,983	— 24	+ 22	52
Wyo.	8	94	105	1,476	1,450	— 10	+ 2	16

†Rural injuries only.

††All figures are preliminary. To insure proper comparisons, 1957 figures cover the same reporting period as those for 1958.

**Death and injury totals cover reports for all months indicated in this column.

#Death totals and changes differ from national figures because those shown here are based on the states and months for which injury data are reported.

THE SAFETY LIBRARY

By Ruth Parks, Librarian, NSC

Books, pamphlets, and articles of interest to safety men.

Accident Records

Maintaining Accident Records. Public Administration Service, 1313 East 60th Street, Chicago 37, Ill. 1958, 18p., $1.50.

(One of the Procedure Manuals providing step-by-step instructions for carrying out the basic studies outlined in "Better Transportation for Your City.")

Accidents

Accident Study. G. M. Webb. *Traffic Engineering,* October, 1958, p.18-20+.

(Study of accidents on California state highways for the purpose of improving accident locations.)

Alcohol

The Alcohol and Traffic Problem. . . . A Consideration of Its Nature and Extent and A Proposal of Action to Materially Reduce It. Wm. N. Plymat. Preferred Risk Mutual Insurance Company, 600 Grand Avenue, Des Moines, Iowa. 1958, 19p.

(Planographed talk delivered at the Institutes of Scientific Studies for the Prevention of Alcoholism at Loma Linda, Calif., and Washington, D. C.)

No Surrender to Alcoholism. Wayne D. Williams. *The Christian Century.* November 5, 1958, p.1264-1266.

Automobiles

Automobile Facts and Figures. 1958 edition. Automobile Manufacturers Association, New Center Building, Detroit 2, Mich. 72p., 1958.

Buses

Bus Facts, A Summary of Facts and Figures on the Motor Bus Industry. 27th edition. National Association of Motor Bus Operations, 839—17th Street, N.W., Washington 6, D. C. 52p., 1958.

Commercial Vehicles

Auclair Has a Winning Safety Plan. Cedric T. Landers. *Loss Control,* October, 1958, p.5-8.

A gimmick-free safety program is built on intensive training. *Commercial Car Journal,* October, 1958, p.80-81+.

Parents Want, demand
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Circle Item No. 4—Reader Service Card

(McLean Trucking Company's safety program.)

Conferences

Proceedings, Second Youth Leaders' Seminar on Highway Safety, Washington, D. C. March 26-28, 1958. Automotive Safety Foundation, 200 Ring Building, Washington 6, D. C. 33p.

Control Devices

Electronic Controls and Traffic Safety. The Safety Education Project, Teachers College, Columbia University, New York 27, N. Y. 1958, 95p.

(Conference for exchange of ideas and guidance among electronic research specialists, highway and traffic engineers and others interested in the development and application of electronic control to traffic problems.)

Drivers and Driving

What Motorists Think About Traffic Safety. *The American City,* November, 1958, p.147 & 149.

(Condensation of the booklet, by the same title, based on the Pure Oil and A.T.A. Foundation study on driver motivations.)

Driver Education

The Importance of Driver Training in Washington's Traffic Safety Program. Roy Carlson, *Pacific Northwest Law Enforcement News,* Sept.-Oct., 1958, p.27-31.

Perception of Driving Hazards, A Guidebook for Effective Use of the Filmstrip. Center for Safety Education, New York University, Washington Square, New York 3, N. Y. 1958, 15p.

(Produced in the interest of traffic safety by Shell Oil Company.)

Six States Rated Tops in Driving Education. *Automotive News,* p.54, Oct. 6, 1958.

Highway Emergencies

Handling Highway Emergencies. *Firemen,* October, 1958, p.18-19.

Highways

Chicago's Expressways Six Times Safer Than Ordinary Streets. *Chicago Traffic Safety Review,* Sept. 1958, p.1+.

A Policy on Safety Rest Areas for The National System of Interstate and Defense Highways. Prepared by Committee on Planning and Design Policies, American Association of State Highway Officials, 917 National Press Building, Washington 4, D. C. 1958, 42p.

Legislation

Legislation Affecting Auto Industry. Bethune Jones. *Automotive News,* p.25+, Oct. 20, 1958.

(Roundup from state capitals.)

Unreasonable Laws Seen as Accident Cause. *Automotive News,* p.24, Oct. 20, 1958.

Motor Scooters

Scooter Training Added to Bike Program. John J. McCleverty. *Cook County Highways,* September, 1958, p.4-6.

Parking

Car Builders Mix Up City Parkers. *The United States Municipal News,* Vol. 25, No. 19, Oct. 15, 1958, p.74.

(Width and length of new cars limit parking space.)

Roadsides

Report of Committee on Roadsides. Presented at the Thirty-Seventh Annual Meeting, Highway Research Board, 2101 Constitution Avenue, Washington 25, D. C., 1958, 72p.

Safety Belts

Why Motorists Shun Safety Seat Belts. *Mutual Insurance Bulletin,* October, 1958, p.27.

Signs and Signals

Preventive Traffic Signal Maintenance Works in Springfield, Illinois. J. E. Hartley. *The American City,* November, 1958, p.143 & 145.

Pushbutton Control of Speed-Lane Signs. *Roads and Streets,* October, 1958, p.149.

The Sharing of the Green in Los Angeles. *The American City,* October, 1958, p.145.

Vision

Train Your Eyes for Better Driving. Don Wharton. *Christian Herald,* November, 1958, p.27+.

Winter Highway Maintenance

New Haven Scores a Hit With Snow Removal Program. David M. Beers, *The American City,* November, 1958, p.128-130.

Women

Women Unite to Aid Road Safety Work. *Safety News.* October, 1958, p.1.

(Movement known as "Women's Campaign for Road Safety" started by the National Federation of Business and Professional Women's Clubs.)

ADDRESSES OF MAGAZINES MENTIONED

The American City
470 Fourth Ave.
New York 16, N. Y.

Automotive News
2666 Penobscot Bldg.
Detroit 26, Mich.

Chicago Traffic Safety Review
Citizens Traffic Safety Board of Metropolitan Chicago
20 N. Wacker Drive
Chicago 6, Ill.

The Christian Century
407 S. Dearborn St.
Chicago 5, Ill.

Christian Herald
27 E. 39th St.
New York 16, N. Y.

Commercial Car Journal
Chestnut and 56th Sts.
Philadelphia, Pa.

Cook County Highways
Superintendent of Highways
130 N. Wells St.
Chicago 6, Ill.

Firemen
60 Batterymarch St.
Boston 10, Mass.

Loss Control
American Mutual Liability Insurance Co.
Wakefield, Mass.

Mutual Insurance Bulletin
2105 N. Meridian St.
Indianapolis, Ind.

Pacific Northwest Law Enforcement News
1009 S.W. Fifth Ave.
Portland, Ore.

Roads and Streets
22 W. Maple St.
Chicago 10, Ill.

Safety News
Terminal House 52
Grosvenor Gardens
London S.W.1, England

Traffic Engineering
The Institute of Traffic Engineers
2029 K St., N.W.
Washington 6, D. C.

The United States Municipal News
The United States Conference of Mayors
1707 H St., N.W.
Washington 6, D. C.

New Edition of Evidence Handbook

The Evidence Handbook, by Robert L. Donigan and Edward C. Fisher. Published by The Traffic Institute, Northwestern University, 1804 Hinman Avenue, Evanston, Ill., 1958, $5.00.

When the original *Evidence Handbook* was introduced in 1943 it provided a most important aid to police, lawyers, prosecutors and judges in the field of traffic law. This pioneering volume, couched in simple terminology, made it possible to produce an appreciable upgrading of police efforts in securing adequate evidence in traffic law violations.

In addition, because so much of the book's content applied equally well to criminal law, police efforts were improved in this phase. Court procedure in the traffic field also benefited because of the specialized treatment of traffic law evidence in this comparatively new field.

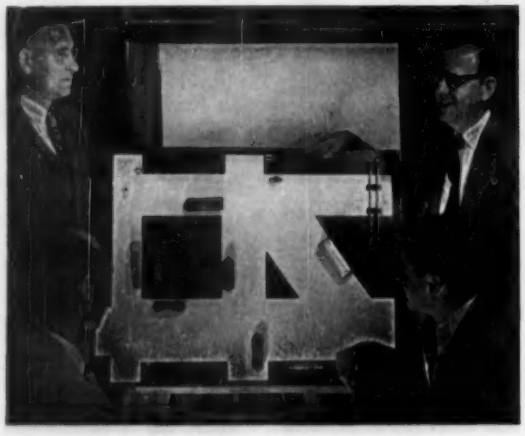
The latest edition contains all the fine points of the original, is expanded and brought up to date. The authors are to be congratulated for their fine work and the book should enjoy a large measure of success in this important field as a text book and for reference purposes.

—*Daniel G. Reynolds*, Director, Traffic Operations Division, NSC

Haynes Heads AMA Safety Group

A. L. Haynes, director of engineering research and advanced product study, Ford Motor Company, has been elected chairman of the Vehicle Safety Committee of the Automobile Manufacturers Association.

Mr. Haynes, who will serve in the post for a two-year term, succeeds Howard Gandelot, staff engineer, General Motors Corp.



THE "EYES" HAVE IT . . . .

Here is an aid that has proven practical in teaching visually the principles of safety. It's simple, effective and works wonders in teaching your drivers.
The MAGNO SAF-T BOARD is the result of studies by outstanding safety instructors and engineers. Safety directors, traffic managers, driving instructors, insurance agents and adjusters get a clear picture of how accidents occurred visually by reconstruction of conditions.
It is now being used from coast to coast by fleet owners, insurance and public utility companies, colleges and schools, and many other concerns interested in public safety. Consisting of a BOARD with typical street intersections on one side. The other side is a BLACKBOARD on which any street or road situation can be drawn with chalk and then erased. It has scale models of vehicles, traffic markers and accessories that can be placed in any conceivable traffic situation.

Write for our folder. It contains full information.

MAGNO SAF-T BOARD c **EMIGSVILLE, PA.**

Circle Item No. 5—Reader Service Card

Small City Engineering

From Page 25

both the Bureau of Public Roads and the Oklahoma State Highway Department. Officials believe lack of standardization is a major deficiency in traffic programs of many communities. When they began this phase of the program they had to replace most traffic control devices during the first two years because they did not conform.

3. *Public Information.* It has always been the practice in Enid to inform the public about planned changes in traffic patterns and also about the reasons behind such changes. The press has always been sympathetic and its help, backed by countless talks made before all types of civic and fraternal organizations, has done much in gaining public acceptance. Officials feel the public should know about contemplated traffic changes and that all requests from the public for traffic control measures should be answered with facts concerning the particular intersection or section, even when the requested control is unwarranted or cannot be installed.

"Since 1952 our population increased by 4,744, or 11.60 per cent," Baxter said. "Vehicle registrations increased 11.05 per cent. But despite these increases in population and registration, and consequent exposure, our traffic accident experience has decreased nearly 17 per cent in the same period."

He attributes this excellent record to a number of factors:

—A traffic-minded city manager and city commission.

—A stepped-up enforcement program.

—Work of the Traffic Coordinating Committee and Enid Safety Council.

—Improved planning for traffic control.

—A comprehensive traffic safety education program aimed at all age levels.

—Impact of the high school driver training program.

—Public support of traffic safety measures by a better informed public.

Council Films

From Page 34

Driving Series (16mm sound motion. b&w. or col. 10 min., 1953.) Compares the ability of pro golfers to concentrate completely on their game, shutting out all distractions, to the pro driver's ability to concentrate on his work.

WATCH YOUR HANDICAP The Professional Safe Driving Series (16 mm sound motion. b&w. or col. 10 min. 1953.) Directed to the truck, bus and taxicab driver. Shows how some drivers, like some professional bowlers, handicap themselves through lack of proper rest, food, and health habits.

TAKE A LOOK AT THE ODDS The Professional Safe Driving Series (16mm sound motion. b&w. or col. 10 min. 1953.) Illustrates how odds are always in favor of the driver who plays it safe. Shows the right attitude toward safety is the best insurance against accidents. Directed to the truck, bus and taxicab driver.

SMOOTH OPERATION (16mm sound motion or 35mm sound slidefilm. b&w. 16 min. 1951.) Concerns the endless distractions and delays of city driving. Shows how the traffic fighter makes driving tougher on himself. For truck drivers.

SCHOOL SAFETY SERIES (35mm silent slidefilm. b&w. 1941.) A series of five filmstrips on various phases of safety for the elementary school student. Available singly or as a set. Titles: *Home Safety* (61 frames); *In Case of Fire* (48 frames); *Play Safe* (47 frames); *Safety on Two Wheels* (51 frames); *Tom Joins the Safety Patrol* (51 frames).

SECONDARY SCHOOL SAFETY SERIES (16mm sound motion. b&w. or col. 12½ min. each. 1955.) Three films designed for use in secondary schools dealing with safety problems for teen-agers. Each film presents a specific subject and may be used alone or as a part of the series. Available as a set for purchase and preview, and individually for purchase, preview and rental. Titles: *Noontime Nonsense; You're in Charge; Six Murderous Beliefs.*

NOONTIME NONSENSE Secondary School Safety Series (16mm sound motion. b&w. or col. 12½ min. 1955.) Designed to relieve a serious situation at many schools—irresponsible and reckless use of automobiles during lunch hour. A case history at a typical school shows how resolution of problem can be obtained.

YOU'RE IN CHARGE Secondary School Safety Series (16mm sound motion. b&w. or col. 12½ min. 1955.) A guide film for baby-sitters and those who employ them. Shows importance of this activity to our society and states the basic safety rules which must be followed.

SIX MURDEROUS BELIEFS Secondary School Safety Series (16mm sound motion. b&w. or col. 12½ min. 1955.) Six episodes dramatizing the common beliefs that can kill. Such notions as . . . "safety is for sissies," "accidents are the price of progress," "I'm lucky," "when your number is up" . . . are among those pictured.

TESTING THE DRINKING DRIVER (35mm sound slidefilm. b&w. 20 min. 1940.) Scientific tests used by police departments on drivers accused of drunk driving.

OPERATING HEAVY DUTY TRUCKS SAFELY (35mm sound slidefilm. b&w. 12 min. 1952.) Covers hazards in operating heavy-duty trucks over roadways, on the dump, towing, and in other phases of their use. Designed principally to point out the practices necessary to prevent the most serious accidents, but also discusses unsafe practices that result in minor damage.

WAGNER-SANGAMO **TACHOGRAPH** graphically reports starts, length of stops, speeds traveled

Do you know how much time your drivers lose by fighting congested traffic? Do you know how much time is lost by long waits at scheduled stops? By installing Tachographs you can improve your routing and scheduling. Tachograph charts give you graphic records of every trip. It's like having a "phantom supervisor" on each run—to help cut wasted time.

Chart placed inside the Tachograph automatically produces a graphic record of time of operation, duration of stops, speeds and distances traveled.

Mail coupon for details on how TACHOGRAPHS can help improve your fleet operation.

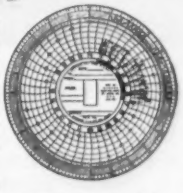
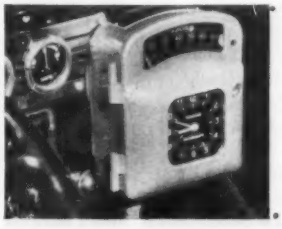


CHART TELLS ALL



Wagner Electric Corporation
6467 PLYMOUTH AVE. • ST. LOUIS 14, MO.
Please send a copy of Bulletin SU-3

Name_____
Company_____
Address_____
City_____ State_____
We operate_____ Vehicles WES8-6

Circle Item No. 6—Reader Service Card

NEW... SAFETY EQUIPMENT

Publication of product announcements in this section should not be construed as endorsement or approval by the National Safety Council.

Vehicle Flasher

The Kay-Lab "Stop-It" safety flasher makes warning lights flash on and off. When used for flashing warning signals and directional signals, it provides economy and safety features of importance to all fleet operators. The flasher is independent of the candle power or wattage of lamps being flashed. Therefore, the difficult problem of flashing different combinations of warning lamps is solved. It will flash one, two, three, four or any combination of lamps up to 6 amps without matching the flasher to the load. If the flasher wears out, it still gives protection by continuing to burn warning lamps with steady light. The unit is ruggedly constructed, hermetically sealed and rubber suspended in a heavy gauge plated brass tubing. It is non-rusting, oil-, vapor-, water-, and dust-proof and is available in either 6 or 12 volt, fast or slow flash models. All models have heavy coin silver contact points for dependable performance.

Macchi & Co., 819 Valencia St., San Francisco 10, Calif. (Item 41)

Synthetic Rubber Pavement Additive

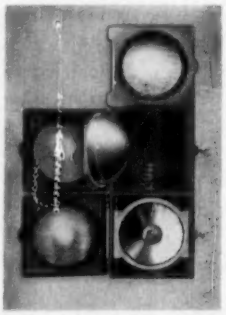
Quicker stopping in locked-wheel skids gives greater safety on roads where neoprene has been added to asphalt surface treatment.

In "panic stops" at 40 mph, a test car averaged 94½ feet breaking distance before coming to a complete halt on unmodified asphalt and stone chip surfaces of the type commonly used for maintenance on public roads, plant sites and military posts. On a road where one and one-half percent of neoprene had been added to the asphalt, braking distance was only 82-2/3 feet, an added safety factor of 12½ percent.

The increased stopping efficiency of the neoprene treated road surface resulted from the new materials higher coefficient of friction which was determined to be 16 percent greater than that of conventional material. Neoprene modified coating, to a greater degree, has the ability to hold stone chips and decrease "bleed-through" to the surface.

Tests showed that the differential in braking effectiveness on the improved surface increased with speed and that wet pavements did not reduce the superiority of the neoprene modified asphalt.

E. I. Du Pont de Nemours & Co., Inc., Wilmington 98, Delaware. (Item 42)



Traffic Signal

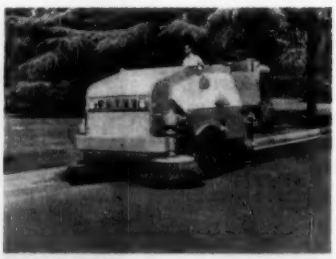
A completely new optical system, providing more light and better light distribution, is an important feature of Model M-3 traffic signals. An improved lens with a high-polish Alzak aluminum reflector eliminates sun phantom. Adjustable focus receptacles allow for lamp variations. The hood rim is constructed to prevent light leakage. Design of the signal exceeds revised specifications of the Institute of Traffic Engineers.

Model M-3 is housed in a die-cast aluminum chassis enclosing from 1 to 5 sections. Each section is self-contained with an integral top and bottom for individual removal and replacement. The one piece reflector assemblies snap in and out.

A five terminal connection block with one spare terminal amply provides for expansion. When the connection block is mounted in the center section, heads can be used interchangeably for post or overhead signals. Locking rings provide for the attachment of the signal head to a bracket arm in 5-degree steps. Model M-3 eight inch signals can be assembled with sections of the company's standard twelve inch signal.

The durable chassis design resists adverse weather as stainless steel, bronze and aluminum are used in all vulnerable spots.

Crouse-Hinds Co., Wolf & 7th Sts., Syracuse 1, N.Y. (Item 43)



Street Sweeper

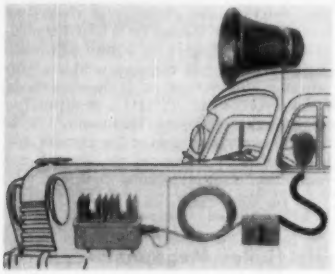
Model 460 is a 3-cubic yard, 3-wheeled street sweeper. The unit is completely new in design and offers the streamlined advance features of the firm's 4-cubic yard Model 550.

For More Information—Circle Item on the Reader Service Postcard

Model 460 is especially designed to provide maximum maneuverability, visibility and safety through the 3-wheeled design. The sweeper incorporates exclusive, long-lasting rubber elevator drive chains.

The sweeper may be purchased or is available through the company's rental program.

Wayne Mfg. Co., 1201 E. Lexington St., Pomona, Calif. (Item 44)



Combination Siren, Public Address System

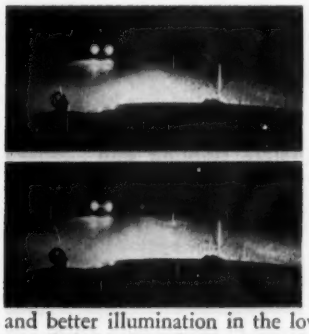
The "Penetrator" is a powerful combination siren, public address system and transistorized radio amplifier for fire trucks, police cars, ambulances and other emergency vehicles. The unit will also be helpful in the petroleum and mining industries, military and forest services, rescue patrol vessels and aircraft and plant safety fleets.

It uses only 50 watt output and operates from a battery drain of only 4 amps. Incoming radio messages may be amplified with a flick of a switch.

All components are electronic, free from vibration and weather-proof. The amplifier is air cooled. The control box is light and compact and can be installed at any point on the dashboard within reach of the operator.

Optional equipment includes a horn control that will override the warble of the automatic electronic siren to produce the higher pitches considered desirable when emergency vehicles enter busy intersections and other congested areas.

The Fyr-Fyter Co., 221 Crane St., Dayton 3, Ohio. (Item 45)



Sealed Beam Headlamp

An improved headlamp produces "more light, aimed right" for automobiles that do not have the four-lamp headlighting system.

The seven-inch lamp will provide more light and better illumination in the lower beam. The new lamp is called the "Guide T-3 Powerbeam 50 Headlamp."

In the lower beam, more light is placed in the area along the right hand side of the road and objects are more clearly defined through the improved visibility.

Each new T-3 has built-in, precision-ground mechanical aiming platforms for maximum aiming accuracy on the lower beam.

A car equipped with the new lamps is given 100 watts of power on the lower beam, an increase of 20 watts over the older seven inch lamps. The new T-3 is available in 6 and 12 volt sizes and is interchangeable with all headlamps on cars that have the two-lamp headlighting system.

Guide Lamp Div., General Motors Corp., Anderson, Indiana. (Item 46)

Mercury Lamp

A new 400-watt-mercury lamp which is expected to provide significant reductions in maintenance costs for street and highway lighting systems that operate on straight series circuits. Features a built-in protective device against sudden surges of voltage through the line. This internal "cutout" eliminates the necessity for costly maintenance trips to replace presently used external film circuit cutouts after heavy electrical storms or other sudden surges of high voltage. The new internal cutout allows the lamp to withstand higher voltage surges than do the separate external cutouts used until now. Thus, the lamp is permitted to operate without interruption throughout its normal useful life.

The built-in cutout is accomplished by a new invention in which one of the lead-in wires is enclosed in a special glass sleeve. The other lead-in wire is wrapped around this sleeve. At the end of the lamp life, or under unusual conditions which actually damage the lamp, an internal arc will melt the sleeve and allow the lead-in wires to fuse and complete the circuit. Thus, the arc is extinguished before it can reach and damage the socket, and the remaining lamps in the series continue to burn normally. The lamp is completely adaptable to present series circuit systems. Separate film cutouts presently used in the system should be removed to avoid creating a circuit by-pass around each lamp, and replaced with permanent insulating discs. The lamp is designed for 3.2-amperes straight-series circuits.

General Electric, Nela Park, Cleveland 12, Ohio. (Item 47)

News Items

Cataphote Corp.

Shown here are Cataphote executives staging the first demonstration of thermoplastic, reflectorized striping for U. S. Government and District of Columbia officials. They are, left to right, E. H. Toman, Cataphote; Joseph Parlon, Dept. of Highways and Traffic, U. S. Gov't.; Lt. Gen. Eugene Reybold, former chief of engineers, U. S. Army; W. L. Lowry, Cataphote; (unidentified workman); F. D. Reali, office of chief of engineers, U. S. Army and Isadore Nimeroff, Bureau of Standards.

Cataphote Corp. is the manufacturer of the fast-drying, long-life striping. The company has plants in Toledo, Ohio, and Jackson, Miss.

For More Information—Circle Item on the Reader Service Postcard

SAFETY PRODUCT LITERATURE

Traffic Signs and Reflective Pavement Marking

Catalog covers company's complete line of traffic control signs and reflective materials. All signs with standard legends and meeting state and U. S. Standard specifications are described in this buying guide, plus special signs, posts and mounting accessories. It also illustrates and describes Cataphote reflective materials including pavement marking compound, buttons, beads and a new brilliant coating for sings that lowers reflectorizing costs. Cataphote Corp., Toledo 10, Ohio.

For more details circle No. 81 on enclosed return postal card.

New Weed Killer

A new weed killer, said to be the first to eradicate hard-to-kill Johnson, Bermuda and other weed grasses with a single application, has been announced by General Chemical Div., Allied Chemical and Dye Corp., 42 Rector St., New York 6, N. Y. Developed by General Chemical's Research Department, the product is known as Hexachloracetone and is being marketed in a number of formulations under the trade name, H. C. A. Weed Killers, for use in non-crop areas. H. C. A. is designed for use with ordinary weed oils and is stated to not only materially increase their performance and efficiency, but to exhibit excellent properties of its own.

For more details circle No. 82 on enclosed return postal card.

Highway Traffic Signs

California Metal Enameling Co., 6904 E. Slauson Ave., Los Angeles 22, Calif., has issued a catalog designed to provide all information needed to expedite and simplify the ordering for procelain enameled traffic signs. Included are traffic sign sizes, designs and prices. Types of signs available are covered in statistical and diagrammatic material. Sign accessories are also covered.

For more details circle No. 83 on enclosed return postal card.

Highway Beam Guard Rail

Catalog describes and illustrates Bethlehem Beam Guard Rails engineered for safety. According to the manufacturer, the beam guard rail is fully tested for a minimum breaking strength of 80,000 pounds, enough to distribute an impact force over at least 16 posts on either side of the point of collision. Other advantages noted are high visibility in bad weather or at night, easy erection, low maintenance, etc. Bethlehem Steel Co., Bethlehem, Pa.

For more details circle No. 84 on enclosed return postal card.

Rock Salt Stabilization

Procedure for the improvement of wearing courses, shoulders and road bases with rock salt in a simple, 7-step method, using ordinary equipment, is outlined in a 12-page booklet, "Better Roads With Sterling Rock Salt," issued by Sterling Salt Co., Inc., Scranton, Pa. Each step is graphically illustrated by drawings in color.

For more details circle No. 85 on enclosed return postal card.

Air Brake Components

Catalog KU-201 describes and illustrates air brake systems and air brake components for trucks, tractors, trailers, buses, and includes off-the-road equipment such as field installation kits, and unit repair kits. Wagner Electric Corp., 6467 Plymouth Ave., St. Louis 14, Mo.

For more details circle No. 86 on enclosed return postal card.

Fleet Lighting Equipment

Catalog sheets illustrate and describe emergency spot lights, directional signal lights, clearance and marker lights, flashers, stop lights and automatic self-concealing turn signal conversion kits, prices included. Alco Div. of Auto Lamp Mfg. Co., 2909 Indiana Ave., Chicago 16, Ill.

For more details circle No. 87 on enclosed return postal card.

Tire Chains

Literature describes tire chains for both duo and single pneumatic tires. Rugged, long lasting, they are lug-reinforced to provide better traction on ice or snow. Campbell Chain Co., Norway and Elm Sts., York, Pa.

For more details circle No. 88 on enclosed return postal card.

Safety Equipment

The Arrow Safety Device Co., Georgetown 3, Del., has available a Fleet Safety Equipment Reference Guide. Featured are automatic lighting systems, safety equipment and mirrors.

For more details circle No. 89 on enclosed return postal card.

Flashtester

Flashlight/auto lamp and fuse tester with built-in magnet, which permits combination to be mounted on any metal object. Tung-Sol flashtester has a plastic-cushioned head and cap, non-breakable lens and floating reflector. Tung-Sol Electric, 95—8th Ave., Newark 4, N. J.

For more details circle No. 90 on enclosed return postal card.

Mobile Installation Folder

(Form F-111) describes three packaged power systems: (1) Battery charging with power; (2) High-Battery Charging Output; (3) Battery Charging only — each engineered to provide dependable low-cost electric power for users of mobile communications. D. W. Onan & Sons, Inc., Minneapolis 14, Minn.

For more details circle No. 91 on enclosed return postal card.

Forbes Traffix

Illustrated folder on Forbes Traffix Sets for police, insurance and court investigation purposes. The set consisting of 16-object stamps, aids in the analysis of accidents. Forbes Stamp Co., Grand Rapids 2, Mich.

For more details circle No. 92 on enclosed return postal card.

Ice Melting Chemical

A new ice melting chemical that contains neither calcium nor chloride is described in a bulletin just issued by The Chem Industrial Co., Brooklyn 9, Ohio. Bulletin LL-8232 recommends the new material for all applications where it is necessary to reduce corrosive effects of ice melting (on metal) to the absolute minimum. It is said to be especially useful for airport and parking lot ice clearance as it will not corrode aluminum or ferrous metals.

For more details circle No. 93 on enclosed return postal card.

Audio Hailer Megaphone

A transistor-powered portable megaphone, said to project speech over half a mile, is announced by Audio Equipment Co., Inc., 74 Harbor Road, Port Washington, New York. The unit operates on standard flashlight cells, uses four power transistors to produce an out-put of 7 watts, 115 db and weighs only 5¾ pounds. It is possible to install a complete new "TF" chassis in tube-type Hailer units now in use.

For more details circle No. 94 on enclosed return postal card.

One Man-Speed Enforcement

You can help make traffic safer in your community with the use of the new, improved Speed-watch models available from Traffic House, Inc. The new models are compact, small and light. They can be operated anywhere, with or without patrol car. Operation is easy, with a single movement automatic finger-tip control, and the 6½" dial is easy to read. Precision controls are contained in an aircraft-type aluminum housing, and models are available for 22', 66' and 132' checking distances. Literature gives full details. Traffic House, Inc., 118 S. Jefferson St., Marshall, Michigan.

For more details circle No. 95 on enclosed return postal card.

Automotive Lighting and Safety Equipment

Designed to equal or surpass S.A.E. specifications, the Dietz line of automotive lighting and safety equipment is fully described in this illustrated, three-color Catalog No. 56. The catalog, which includes newly developed additions to the Dietz product roster, carries pictures, dimensions, and specifications on turn signals, mirrors, stop lights, clearance and marker lights, flare kits and extinguishers, searchlights, spotlights and fog lights for trucks, buses, passenger cars, and tractors. Automotive Lighting Division, R. E. Dietz Company, 225 Wilkinson St., Syracuse 1, N. Y.

For more details circle No. 96 on enclosed return postal card.

Help for Student Traffic Projects

Careless and hazardous drivers may soon find their dangerous behavior recorded on film—not by police, but by local high school students working on traffic safety programs.

In their clubs and through other activities, students will analyze their findings and embark on a number of activities to correct the situation.

This is one of numerous student projects expected to be developed under the new student traffic safety program announced last fall by Norman Key, secretary of the National Commission on Safety Education of the National Education Association. Aim of the program is to help high school students attack the problem of traffic accidents which have taken more lives in their age group than in any other. The program is also expected to influence traffic safety among all citizens.

A service of the NEA's Commission on Safety Education, the program is supported by a grant from the Firestone Tire and Rubber Co. Collaborating are the National Association of Secondary School Principals, driver and safety education leaders, and other groups.

Choice of projects will be up to students in individual schools. But the national program will be guided by an advisory committee of educators and business-industry representatives. Consultation by safety education specialists will be available to state advisory committees and other leading groups.

To encourage participation in the program, materials outlining productive ideas and procedures are available. A handbook includes suggestions on forming traffic safety committees, ideas on obtaining school and community-wide participation, ways of evaluating projects and planning activities.

What's Going On In Washington

From Page 7

Grants, for the support of research in traffic safety related to the psychological and medical aspects of the problem, are available to universities, research foundations and non-Federal Governmental agencies. In addition to the support of research, the Accident Prevention Program of the Public Health Service is engaged in carrying out research related to the human factors in accidents.

Two examples, of this type of research are:

1. An experimental study of the value of the group conference technique in changing the attitudes of juvenile violators.
2. A study of the feasibility of developing a driver simulator as a basic research tool.

The executive agencies of government have been active in traffic safety. The President's Committee on Traffic Safety has had a busy year, with sponsorship of a Public Officials Traffic Safety Conference designed to establish a list of priority measures and four regional conferences. It is impossible to list the traffic safety activities of all the government departments, but here are a few selected examples of what just two of them are doing.

The Interstate Commerce Commission released the results of its first nationwide bus-check, showing that 13.1 per cent of all inspected vehicles had four or more failures to comply with safety regulations. The ICC warned that it would enforce its regulations against motor carriers failing to select qualified drivers, supervise their driving properly and maintain their vehicles. It also called on motor carriers to take positive action to prevent reckless driving, or face rigid regulations and vigorous enforcement action.

The Army appointed a civilian Committee on Safeguards for Army Air Defense Weapons, whose mission is to review the adequacy of safety measures for all Army air defense systems in the United States, including safety features of warheads and missiles and procedures employed during their transit and storage.

Sielski Heads Traffic Engineers

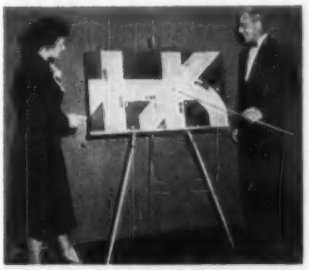
Matthew C. Sielski, director of the safety and traffic engineering department of the Chicago Motor Club, was elected president of the Institute of Traffic Engineers at the institute's convention in Miami Beach.

Sielski joined the Motor Club in 1939 as a traffic engineer, was promoted to his present position in 1942, and has had a prominent part in safety and traffic improvements in Chicago and elsewhere in the nation.

Educated at the University of Michigan, Sielski is a member of the National Safety Council's traffic and transportation conference executive committee. He also is a director of the Illinois Highway Users Conference, a member of the Highway Research board, Western Society of Engineers and the American Automobile Association's highway and safety committee.

MAGNETIC

"VIZ-U-LIZER"



Board consists of (3) interchangeable sections—14" x 22" each—Enables you to simulate various intersections. Back has replica of 4 lane highway and blackboard surface for special situations.

World-wide acceptance by driver education instructors, insurance adjusters, lawyers, magistrates and safety engineers.

Scale model vehicles and traffic equipment supplied.

For details write

SALES AID CO.
354 Nassau St.
Princeton, N. J.

Circle Item No. 7—Reader Service Card

Wallace Falvey

Wallace Falvey, president of the Massachusetts Bonding & Insurance Co. and a member of the board of directors of the National Safety Council, died November 7. Mr. Falvey had been a member of the board since 1944 and also served on the finance committee.

Born in Norwich, Conn., May 1, 1894, he joined the Massachusetts Bonding & Insurance Co. in 1917.

Throughout the past 30 years Mr. Falvey has had a consuming interest in accident prevention. In addition to his work with the National Safety Council, he also served as president of the American Museum of Safety, on the board of the Greater New York Safety Council, and on the coordinating committee of the President's Highway Safety Conference.

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Smalley Elected IACP President

Chief Alfred T. Smalley, of the Highland Park (N.J.) Police Department, became president of the International Association of Chiefs of Police at the concluding session of the 65th annual conference of the Association at the Hotel Fontainebleau in Miami Beach.

Chief Smalley has served as first vice-president of the IACP for the past year. He was elected sixth vice-president of the IACP in 1952.

In 1949 he was elected for a year as President of the New Jersey State Association of Chiefs of Police, and has served as chairman of the Police Training and Education Committee of that organization since 1951. In 1947 he became police coordinator for Middlesex County in New Jersey, a post he has held up to the present time.

Other officers elected were: first vice-president, Supt. Charles W. Woodson, Jr., Virginia State Police, Richmond, Va.; second vice-president, Chief Robert V. Murray, Metropolitan Police Dept., Wash., D.C.; third vice-president, Chief Frank A. Sweeney, Jenkintown, Pa.; fourth vice-president, Chief Stanley R. Schrotel, Cincinnati, Ohio; fifth vice-president, Chief Daniel S. C. Liu, Honolulu, Hawaii; sixth vice-president, Chief Herbert T. Jenkins, Atlanta, Ga.; treasurer, Supt. William J. Roach, Waterbury, Conn.; sergeant-at-arms, Chief John L. Feeley, Hempstead, N.Y.

Non-elective positions filled were: executive secretary, Leroy E. Wike, Washington, D.C., and honorary president, Ret. Chief James M. Braughton, Portsmouth, Va.

Hope Heads ASF

Stanley C. Hope, former president, Esso Standard Oil Co., has been elected chairman of the board of trustees of the Automotive Safety Foundation.

He succeeds Lt. Gen. Levin H. Campbell, Jr., who retired after serving six years as chairman.

Mr. Hope retired from the presidency of Esso last August 1. He had served since 1949 in that post, following a year as executive vice president of the company.

A member of the Foundation's board since 1954, Mr. Hope also has been vice chairman, representing the petroleum industry, and a member of the ASF Operating Committee.

John F. Gordon, recently named president of General Motors Corp., was chosen as a member of the Operating Committee, succeeding Harlow H. Curtice, former GM president.

Mr. Curtice and four other retired board members who have been active in leadership of the Foundation since its establishment in 1937 were named honorary trustees. The others include Alfred P. Sloan, Jr., honorary board chairman of GM; Alexander Fraser, former president of Shell Oil Co.; B. E. Hutchinson, former chairman, finance committee, Chrysler Corp. and Paul G. Hoffman, former president of the Studebaker Corp., who served 12 years as the Foundation's first president and chairman.

Mr. Gordon also was named to the Board of Trustees. Other representatives of the automobile industry added to the board include H. E. Churchill, president, Studebaker-Packard Corp.; J. J. Timpy, vice president, American Motors Corp.; and Harry A. Williams, managing director, Automobile Manufacturers Assn.

New trustees from the automotive parts and accessory industry include James P. Falvey, president, Electric Auto-Lite Co.; R. A. Stranahan, Jr., president, Champion Spark Plug Co., and John D. Wright, president, Thompson Products Co.

James F. Oates, Jr., president, Equitable Life Assurance Society, was named to the board representing life insurance companies.

The Foundation, a non-profit organization which provides grants of funds and technical staff services in behalf of safe and efficient highway transportation, is supported by more than 600 companies and associations.

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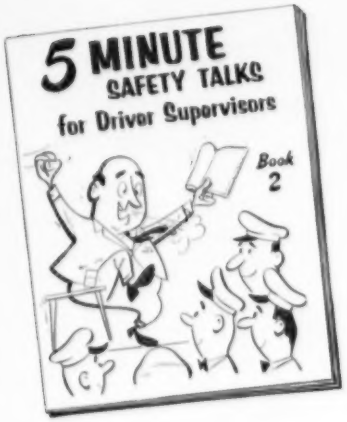

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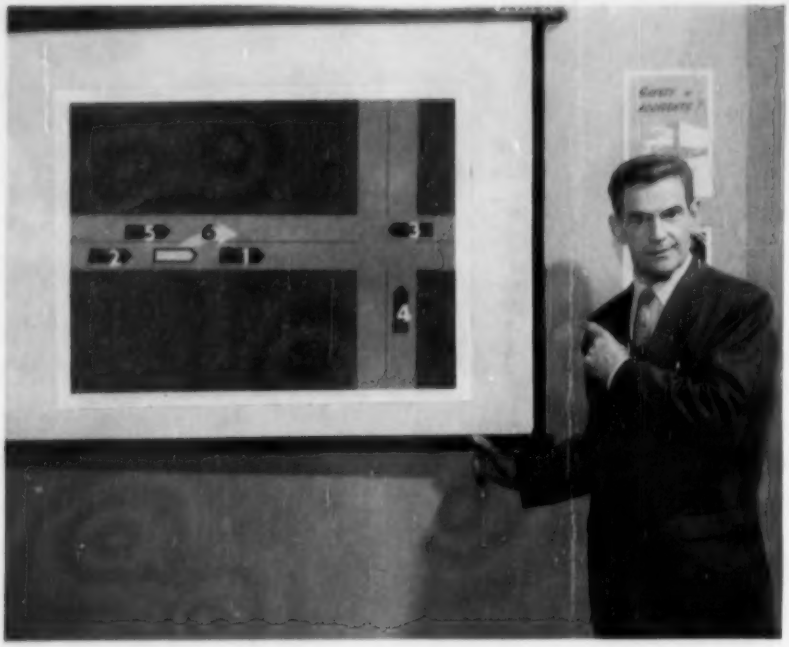
ABOUT THE AUTHOR:

These talks were prepared by Russell FitzPatrick, one of today's most colorful, original, and authoritative writers on the subject of driver selection, training and supervision, and the problems of motor fleet management. Now an independent consultant on fleet operations, FitzPatrick was on the faculty of Texas A. and M. College where he taught courses in fleet operation. He has appeared as an instructor on many fleet supervisor training courses throughout the country and has had wide practical experience in the field of fleet safety supervision.

New Driver Training Films



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